Eden Grimes

eden@edengrimes.com | Portfolio: edengrimes.com | Address: 422 Karter Street NW, Huntsville, AL 35805 | Phone: 256-804-8253

Experience

Graphic Designer

Davidson Homes| May 2024 - August 2024

- Developed and designed creative assets for use across diverse mediums including print, web, and multimedia campaigns, ensuring brand consistency and visual impact.
- Effectively managed and delivered up to 10 graphic design projects daily, demonstrating strong organizational and multitasking abilities in a fast-paced environment.
- Utilized QGIS, Illustrator, and Photoshop to create precise site and vicinity maps for websites and sales offices, optimizing workflows and reducing project turnaround from 8 hours to 4 hours.
- Collaborated with a cross-functional team to design compelling graphics and establish a consistent social media content schedule, enhancing audience engagement and brand visibility.

Contracted UX Design Lead, Web Developer, and Graphic Designer

Cirkle | May 2024 - August 2024

- Designed, built and launched functioning desktop/mobile website from ground up using adobe XD, and Wix Studio
- Created branding style guide, iconography, product templates, and promotional materials for company use across a variety of platforms
- Proposed and delivered solutions to improvepresentation of products and put the user first

UX Design Intern

Cirkle | December 2023 - May 2024

- Designed wireframes for new company website
- Utilized a solid understanding of color theory, composition, typography, and layout to create a usable product
- Assisted in finalization of pre-existing company logo

Designer/Head of Promotions (Volunteer)

Student Society of Graphic Design | October 2023 - May 2024

- Designed existing club logo and multiple print/social media advertisements for club events
- Elected as lead designer and manager of club promotions
- Communicated objectives and other important information with team

Store Merchandiser/Associate

Homegoods| December 2021 - February 2023

- Advocated for customers when unnecessary policies misaligned with customers' needs.
- Processed and merchandised products in organized and aesthetically pleasing layouts

Art Instructor

Artistic Minds | December 2019 - August 2020

- Connected with students to make them comfortable in a potentially intimidating environment.
- Individualized teaching techniques for each student to best accommodate individual learning styles and technical abilities
- Organized and maintained classroom setting to make supplies easily accessible and non-distracting.

Skills

Design

Graphic Design · Logo Design · Branding · Typography · Packaging · Poster Design · Iconography · Style Guides · Visual Design · Print and Digital Signage · User Experience · Interaction Design · User Interface · Wireframing · Low-High Fidelity Mockups/Prototypes · Desktop and Mobile Websites · Color Theory · Composition

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy · User Flows · Human-Computer Interaction

Software

Adobe Creative Cloud · Figma · HTML · CSS · Rhinoceros · Procreate · Ultimaker Cura · Sheetcam · Microsoft 365 · Powerpoint · Asana · PageProof · Box · QGIS · Teams

Other Skills

Collaboration · Leadership · Customer Service · Strong Work Ethic · Communication · Problem Solving · Critical Thinking · 3D printing · Laser Cutting · CNC machining (working knowledge) · Photography · Fine Arts

Awards

Outstanding Undergraduate Achievement - UAH | 2024

Gold Addy - American Advertising Awards of North Alabama | 2024
Best Student in Show - American Advertising Awards of North Alabama | 2024
Juried Student Art Exhibition - UAH | 2022 - 2024

Education

The University of Alabama in Huntsville

Bachelor of Arts (Graphic Design) | 2020-2024
Minor in User Experience Design | 2020-2024

- Honors: Magna Cum Laude, Dean's/President's List
- Focus on graphic design, design thinking, human-centered design, prototyping, and speculative design