



# PAIGE HAKE

GRAPHIC DESIGN

## EDUCATION

### Miami University

Oxford, Ohio  
BFA in Graphic Design  
Minor in 2-D Media Studies  
Cumulative GPA: 3.75/4.00  
Graduated May 2013

## SOFTWARE / TRAINING

### Proficient

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Audacity  
Mac Platform  
Microsoft Office Suite  
Google Apps  
Shorthand

### Familiar

Adobe Soundbooth  
Adobe Flash  
Adobe Dreamweaver  
Drupal / WordPress  
HTML / CSS / Javascript  
Final Cut Pro  
PC Platform  
Technolutions Slate  
Constant Contact  
Letterpress Printing

## WORK EXPERIENCE

### Miami University Communications and Marketing

*Graphic Designer (Jan. 2016—Present)*

Primary duties involve working with editors and enrollment staff to produce a wide range of marketing collateral, including print brochures, web and email graphics, integrated marketing campaigns, social media posts, and packaging and apparel to recruit and retain prospective students. Provided art direction on multimedia ad campaign that generated national brand awareness through paid, owned, and earned media: it delivered 10.6M impressions (147% of goal) and 0.26% click-through rate (nearly double the 0.15% industry standard).

### Antioch College

*Web and Graphic Designer (Jan. 2015—Jan. 2016)*

Designed print and online publications, managed web content through a CMS (Drupal), collaborated with departments to design collateral for campus events, crafted logos for campus organizations, mentored a small team of student designers, and created and regulated Antioch's brand guidelines.

### Reynolds & Reynolds (Naked Lime Marketing)

*Junior Designer (Mar. 2014—Dec. 2014)*

Conceptualized and produced digital banner ads, social media graphics, sales campaign logos, infographics, and web banners for car dealerships nationwide.

## FREELANCE

### Antioch College Alumni Relations

*Freelance Designer (Feb. 2016—Mar. 2017)*

Worked with the Director of Alumni Relations to create identity and layout for brochures, flyers, banners, and other promotional materials for alumni events.

### Miami University Advancement Services

*Freelance Designer (Dec. 2013—Sep. 2014)*

Designed layout and updated content for brochures, flyers, banners, and other print materials used for alumni marketing.

### FLAME Magazine

*Art Director (Oct. 2013—Sept. 2014)*

Communicated with publisher over email to design cover and print layout for monthly issue of FLAME, Michigan's premier LGBT lifestyle and entertainment magazine.