

Mimosa M. Hines

1408 Vanguard Place, Durham, NC 27713 • (252)714-2122
www.mimosafame.com • mimosamallernee@gmail.com

PROFESSIONAL PROFILE

Award-winning graphic designer seeking art director position. Solid background in print collateral, corporate identity, annual reports, in-house marketing and advertising. Accustomed to performing in deadline-oriented environments, within budget requirements. Comfortable with project management, communicating with vendors and clients, attending press checks and photo shoots. Highly focused and organized with extreme attention to detail.

TECHNICAL PROFICIENCIES

Expert-level skills in InDesign, Photoshop and Illustrator; proficient in MS Office Suite and Lightroom; web experience in Dreamweaver, Flash, and Fireworks; comfortable on Mac or PC; additional skills in copywriting, copy editing, technical illustration, and digital photography/manipulation.

PROFESSIONAL EXPERIENCE

Freelance Designer • Durham, NC • 2001-present

- Newsletter updates, Wake Electric Membership Corporation
- GUI design and copywriting, various web clientele
- Magazine layout and ad production, *Real Estate Advantages Magazine*
- Book cover design, authors Stacey Cochran and Jenna Forrest
- Identity and collateral, Notebuilder, Inc.
- GUI design consultation, Biolink Project, Duke University

Assistant Art Director • University Publications, East Carolina University • Greenville, NC • 2005-2010

Produced a variety of printed materials supporting and promoting the university. Successfully translated information into concrete designs for brochures, viewbooks, annual reports, posters and promotional materials, with special emphasis on stationery and identity systems within the university. Attended press checks, coordinated and directed photo shoots, and assisted art director with project & team management.

KEY ACHIEVEMENTS:

- Concepted and created the current identity system for the university, as well as the centennial marks
- Redesigned stationery templates for entire campus, outlined specifications in standards manual, and was the appointed liaison to the university print shop
- Responsible for overhaul and redesign of miscellaneous other university identity standards manuals

Art Director/Senior Designer • In Tandem, Inc. • Greenville, NC • 2001-2005

Performed lead role in the design and production of all print, identity, packaging, advertising, web design, POP and trade show display projects. Managed multiple, concurrent projects within tight deadline environment, while training, supervising and maintaining production schedules of junior staff.

KEY ACHIEVEMENTS:

- Assisted in recruiting, organizing, and hosting focus groups and intercepts
- Met one-on-one with clients, and worked directly with print vendors

Graphic Designer • Eye Integrated Communications • Greenville, NC • 2000-2001

Participated in creative conceiving and design of identities, packaging, signage, television spots, and collateral materials. Demonstrated ability to learn and thrive in a team environment, and was able to apply critical thinking skills to real-life projects.

KEY ACHIEVEMENTS:

- Performed efficiently and consistently under deadlines
- Contributed in client meetings and internal brainstorming sessions

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EDUCATION

BFA in Graphic Design • East Carolina University, Greenville, NC • 2000
Magna Cum Laude

RECOGNITION

CASE III Special Merit Award, 2008
Gold & Silver ADDY Awards (multiple at local level), 2001-2007
MarCom Award recipient, 2006, 2007
Summit Award recipient, 2005

MEMBERSHIPS

East Carolina University Staff Senate (Chair, Communications and Marketing Committee)
American Institute of Graphic Arts
Professional Ad Club East (Greenville, NC chapter of the American Advertising Federation)
Gamma Beta Phi Honor Society
East Carolina Alumni Association