



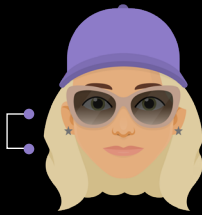
MORGANNE HODGSON

morganne7hodgson@gmail.com * morgannehodgson.com * 215.589.4109

2021



WILLOW
advisory group

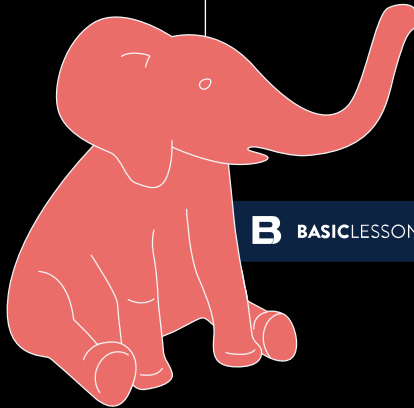


2020

SENIOR
SHOWCASE



2019



B BASICLESSONS

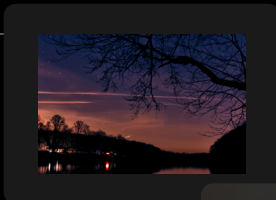
2018



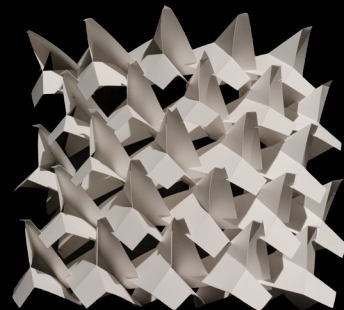
2017



2016



2015





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Curriculum Vitae

ART DIRECTION

BRANDING

ADVERTISING & MARKETING

DIGITAL CONTENT PRODUCTION

ANIMATION

INTERACTIVE & WEB DESIGN

PRODUCT PHOTOGRAPHY

ILLUSTRATION

ADOBE CREATIVE SUITE

InDesign, Illustrator, Photoshop, Xd, After Effects, Lightroom, Premiere Pro.

DESIGN TOOLS

Invision, Sketch, Figma, Apple Keynote, Google Slides, SketchUp, DSLR & Film Photography.

CODING & PROGRAMMING

Working knowledge of HTML, CSS, and A-Frame. Basic knowledge of JavaScript and JSON.

COMPUTERS ETC.

Google G Suite, Microsoft Office, Mac & Windows Operating Systems.

Professional Experience

Designer

Morg Digital

Full-Time Freelance | June 2020 – Current

Freelance | June 2018 – June 2020

- Work with existing brands to create digital content such as paid social and digital marketing deliverables
- Graphics and illustrations for internal and external distribution
- Brand Identity kits including logos and website design
- Content production, photography, and animation

Designer

The FUN Company / Jerry Media

Limited Contract | September 2020 – October 2020

- Creative for paid social campaigns for the mobile social networking platform, Stereo including static and animated
- Used data from target audience's behavior patterns and unique interests to develop relevant and engaging creative
- New campaign reduced Cost Per Install rate by 80%

Assistant Designer

Kathy Mueller Design & Art Direction

Part-Time | June 2019 – August 2020

- Assisted with staging, lighting and product photography shoots for our client, Sip-n-Glo Juicery
- Academic portfolio website design using Squarespace
- Web information hierarchy charts
- Detailed competitive analysis research

Art Director

Diamond Edge Communications

University Organization | January 2020 – June 2020

- Responsible for UX/UI design and web maintenance for Virtual Senior Showcase using Velo (formerly Corvid) by Wix
- Animated team's illustrations and designs using After Effects for case study video, social ads, and use in a 360 VR experience
- Prototyped 360 VR with HTML, A-Frame, JavaScript, and JSON

Lead Art Director

AAF National Student Advertising Competition

University Organization, Competition | January 2020 – May 2020

- Led team of 4 designers to create visual identity for a B2B campaign pitch to Adobe
- Directly responsible for branding and art direction of BasicLessons video series

Graphic Designer

Temple Klein College of Media & Communication

Part-Time | October 2019 – April 2020

- Created digital assets for email, social media and electronic displays for the Marketing Department
- Designed and printed event signage & fliers, badges, greeting cards, and various marketing collateral

Graphic Designer

Endeavor Athletic

Part-Time | May 2019 – October 2019

Intern | December 2018 – May 2019

- Email marketing campaigns and print collateral
- Directed and shot product photography
- Product inventory and operations using Shopify
- KPI tracking for online and in-person retail sales
- Assisting with events and pop-up shops

Education

Temple University *B.A. in Advertising, Art Direction*

August 2017 – May 2020

Bucks County Community College

Course in Dark Room Photography | August 2016 – December 2016

University of Arizona

Some Study in Visual Arts & Architecture | August 2015 – May 2016



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Awards & Recognitions

University & College Designers Association Student Excellence Award (1), Honorable Mention (1) * Top 3 of class in Advertising I: Concept & Layout with Professor Kathy Mueller * Dean's List Scholar at Temple University: Fall 2017, Fall 2018, & Spring 2018 *

Organizations

American Advertising Federation * American Institute of Graphic Arts * Temple University Ski and Snowboard Club *

Relevant Coursework

Web Design and Development * Mobile Apps: Design/Prototype * Intermediate Digital Design for Advertising, Intro to Digital Design Tools * Art Direction: Portfolio; Art Direction II: Narrative and Multimedia; Art Direction I: Concept And Layout * Digital Photography * Darkroom Photography * Typography * Copywriting * Marketing * Morality, Law & Advertising The Art of Infographics * Cyberspace & Society * Digital World 2020 * Persuasive Writing * Screenprinting *

References

Available upon request.