

libby knapp

Art Direction / Design / Strategy

Currently based in Santa Monica

libbyknapp.design@gmail.com

www.libbyknapp.com

413 - 687 - 8093

Work Experience

Junior Art Director

RPA

Current Position

Working on RPA's wide client list, under direction from RPA's Art Directors and Creative Directors.

Creative Strategist, Longwood Eye Care

September 2023 to January 2024

Researching and creating a marketing strategy that works to increase new patients and to highlight a new cosmetic procedures at the practice. Advertising campaigns will be displayed via signage, emails, and primarily social postings.

Graphic Brand Designer, Freelance

July 2021 to Present

Graphic Design work for a Design Agencies, local music groups, local companies, and sport teams' branding. This includes posters, Instagram content, logos, and Branding Systems.

Clients Include: OBERLAND, Amherst Women's Club, Fox Force, the ECO System, Health Desk, and more.

Contacts and References can be provided on request

Education

Syracuse University, Class of 2023

- Major: Communications Design,
College of Visual and Performing Arts

- Minor: Environmental Sustainability,
Maxwell School of Citizenship & Public Affairs

Recognition

- Dean's List

Organizations

Fall 2019 - Spring 2023

- Syracuse Women's Frisbee Team
Treasurer and Designer

Fall 2020 - Present

- American Institute of Graphic Arts,
Syracuse University Chapter

Previous Organizations

- ARHS Girls Varsity Ultimate Frisbee
- Sene Gambian Scholars Exchange
- Students for a Free Tibet
- Ability Plus Ski Assistant

Skills

Software

- Adobe Creative Suite
- Adobe After Effects
- Adobe LightRoom
- Microsoft 365
- G Suite
- Figma

Certifications

- Foundations of Digital Marketing
and E-commerce
Google Coursera

Creative

- Advertising
- Branding and Logo Design
- Creative Strategy
- Campaign Writing
- Copywriting
- Creative Direction
- Digital Marketing
- Graphic Design
- Publication Design
- Project Management
- Marketing Research
- UX/UI Design

