

Savvy Schy

Brand Designer

Experience

Angi (formerly Handy) | Visual Designer

New York, NY | Mar 2019 - Dec 2023

- Designed engaging marketing collateral across brands including emails, webpages, digital & print ads, and tradeshow booths
- Utilized data to redesign booking and drip email templates, resulting in 20% & 60% increases in click-through rates respectively
- Worked cross-functionally with teams to support external and internal directives and ensure cohesive branding across channels
- Evolved and championed brand guidelines across the company

H&L Digital | Associate Graphic Designer

New York, NY | Dec 2017 - Jan 2019

- Created visually appealing internal and external presentations to effectively communicate complex information
- Adapted company platform to design custom client interfaces
- Expanded design asset library to effectively promote the brand

Austin Cultural Arts Division | Graphic Design Intern

Austin, TX | Jan 2017 - May 2017

- Overhauled the redesign of all departmental marketing materials, including logos, ads, and event assets

Noonday Collection | Product Design Intern

Austin, TX | Sep 2016 - Dec 2016

- Developed physical prototypes for a new line of accessories
- Refined tech packs for optimal presentation and final usage
- Produced and photographed innovative product stories

Martha Stewart Weddings | Special Projects Intern

New York, NY | Jun 2015 - Aug 2015

- Composed extensive research to produce idea boards
- Collaborated on event planning and organizational tasks
- Drafted and revised blog posts in tandem with editorial director

Ceci New York | Design & Production Intern

New York, NY | May 2014 - Aug 2014

- Collaborated on design and production of online magazine
- Created inspiring design boards for viable invitation themes

Contact

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Education

The University of Texas at Austin
B.F.A. in Design
August 2013 - May 2017

General Assembly
User Experience Design Course
January - March 2019

Parsons Paris Summer College
Strategic Brand & Graphic Design
June - July 2016

Skills

Branding
Design Strategy
Iconography
Illustration
Microsoft Office
Basic Motion Design
Presentation Design
Visual Design
Web Design

Tools

Figma
Illustrator
InDesign
Invision
Photoshop
Sketch