

april black

graphic & visual
designer

contact

aprialsjblack@gmail.com
+1 419 602 1236
portfolio

summary

Creative and versatile graphic designer proven to elevate brands and captivate audiences. Proficient in graphic design, illustration and social media content. Self-starter, detail-oriented, excellent communication skills, and a keen eye for aesthetics. Committed to staying current with design trends and technologies.

experience

April Black Design

Portland, OR | Founder & Designer
January 2012 - Present
www.aprilblack.com

Entrepreneur of an illustrated art prints & stationery company. Successfully conceptualized, launched and scaled the business from the ground up.

- ✦ Create and design visually appealing and impactful products.
- ✦ Develop and implement business plans to achieve short-term and long-term goals.
- ✦ Spearheaded the setup and launch of the company's website and e-commerce platform.
- ✦ Participated in local markets including, PDX Night Market, Crafty Wonderland and Renegade Craft Fair.

Independent Freelance Projects

Portland, OR | Graphic Designer
March 2020 - Present

A diverse portfolio of independent projects that showcase creativity catering to a variety of clients and industries, including illustration, branding & social media content.

Featured Projects:

Starbucks | Illustrator

March 2020 - September 2022

- ✦ Expertise in digital illustration, creating visually appealing and conceptually strong artwork for a monthly newsletter.

Polished Agency | Social Media Creative Lead

January 2021 - Present

- ✦ Led the creative direction of social media content for a diverse group of brands, producing visually stunning and shareable content ensuring alignment with brand goals.

Studio Noyes | Graphic Designer

July 2022 - Present

- ✦ Developed and executed content calendars, ensuring a consistent and engaging brand presence across platforms.

n2y, inc

Portland, OR | Production Manager &
Graphic Artist
October 2005 - January 2015
www.n2y.com

Project leader over SymbolStix, the evidence-based symbol communication tool, ensuring everyone has access to learning, language and self-expression.

- ✦ Led the development of a visual aesthetic for a symbol-based communication set, ensuring consistency and clarity in comprehension.
- ✦ Collaborated closely with cross-functional teams to tailor visual elements accordingly.
- ✦ Created a comprehensive library of over 20,000 symbols, ensuring accessibility and relevance across diverse user groups.

skills

Print
Digital
Illustration
Brand Identity
Concept Art
Web Design

Adobe Creative Suite
✦ Illustrator
✦ Photoshop
✦ Indesign
✦ Premiere Pro
Wordpress

education

Bowling Green State University

Visual Communication Technology
BS in Technology