

# work

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TBWA\CHIAT\DAY | 06.23 - PRESENT  
Associate Art Director

CAP SOC | 08.21 - 06.23  
Sr. Graphic Designer  
Freelance 08.22-06.23  
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Graphic Designer  
Freelance 08.21-08.22

WUNDERMAN THOMPSON | 12.22 - 4.23  
Freelance Art Director

DDB SAN FRANCISCO | 06.22 - 8.22  
Creative Intern

VCU COMMONS | 08.21 - 5.22  
Graduate Marketing Assistant / Graphic Designer.

VISUAL APPEAL, LLC | 06.19 - 7.22  
Junior Designer

# education

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VCU BRANDCENTER  
May 2023  
M.S. Branding, Art Direction

VIRGINIA COMMONWEALTH UNIVERSITY  
May 2020  
B.S. Mass Communications, Creative and Strategic Advertising

# skills+software

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Adobe CC  
Figma  
Procreate  
Squarespace  
WebFlow

Branding  
Concept Ideation  
Visual Design  
Typography  
Illustration

Animation  
Final Cut Pro  
HootSuite  
Google Analytics  
Video Editing

# awards

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D&AD NEW BLOOD | 06.23  
Wood Pencil  
Connection Collection, Penguin

ACUI | 03.22  
Promotional Campaign  
Student Award, VCU Homecoming 2021:  
State of the Art; Virginia Commonwealth  
University  
Digital Campaign  
Professional Award, Digital Campaign for  
Weeks of Welcome VCU Fall '21

## Joelle Mitchell

ART DIRECTOR + GRAPHIC DESIGNER

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