

Education

BFA in Graphic Design
James Madison University '22

Contact

audreybillard-design.com/
(434)851-3411
aabillard229@gmail.com
New York, NY

Skills & Tools

- Adobe Creative Suite
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Visual design
- Graphic Design
- Motion Design
- Adobe Character Animator
- Adobe XD
- Premiere Pro
- UX/UI Design
- Figma
- Typography
- Web Design
- Illustration
- Social Media Content
- Color Theory
- Screenprinting
- Promotional Materials
- Communication
- Collaborative Skills
- Branding
- Leadership
- AR Design
- ProCreate
- HTML/CSS
- Powerpoint
- Canva
- Articulate 360
- Midjourney



AUDREY BILLARD

graphic designer // creative

Graphic designer with expertise in branding, marketing campaigns, and motion design. Skilled in crafting impactful visual stories across digital, print, and social platforms. Seeking opportunities to apply creative storytelling to build engaging brand identities.

Work Experience

Graphic Designer // Motion Designer

Mind and Media Inc | Remote | November 2022 - September 2025

- Key member of the creative team who developed the end-to-end branding and rebranding of CISA's award winning Secure Our World campaign, achieving over 4 billion impressions and 3,238% ROI.
- Developed a comprehensive brand identity book to ensure consistency across 100+ digital and print media projects, including websites, videos, digital ads, and promotional materials.
- Created engaging animations and videos, including award winning PSAs that were placed nationally through paid and donated media buys.
- Designed large-scale signage, including the NASDAQ display and Allegiant Stadium visuals for Super Bowl LVIII.
- Created digital advertisements for multiple platforms including airports, billboards, magazines, web banners, and social media aligning creative with targeted audience.
- Led the concept development and design of multiple e-learning courses, combining design and user experience principles to deliver visually appealing, easy-to-understand courses with Articulate 360.

Freelance Graphic Designer

Media First Group (ONNJ) | Remote | November 2024 - Current

- Designed branding for new shows within the ONNJ channel with new logos, background animations, transitions, and social media templates.
- Consulted with Media First Group to streamline asset organization to increase productivity.

Social Media Marketing Intern

Women Who Drone | Remote | July 2022 - November 2022

- Designed social media graphics to raise brand awareness using Adobe Creative Suite and Canva.
- Developed content calendars by researching trends within the drone, travel, and business industries.
- Created captions and develop content for Instagram, Facebook, Twitter, LinkedIn, and TikTok.

Graphic Designer

James Madison University (Gandhi Center) | Harrisonburg, VA | September 2021 - May 2022

- Designed, printed, and distributed promotional materials, including flyers and brochures to increase visibility of events and clubs on campus.
- Collaborated with a team of students and staff to brainstorm and organize events.

Graphic Designer Summer Intern

Human Kind | Lynchburg, VA | June 2021 - August 2021

- Designed original graphics and marketing assets for a non-profit organization.
- Animated social media graphics and looping 'gifs' for Instagram stories with Adobe After Effects.
- Key member of the marketing team to create promotional content for events and fundraisers.

Other Experience

Vice President Of Marketing

Alpha Sigma Tau Sorority Executive Board | Psi Chapter | January 2021 - December 2021

- Responsible for marketing for an organization with over 200 members.
- Planned, coordinated, and marketed fundraising event to raise awareness for philanthropies such as Alex's Lemonade Stand for Childhood Cancer, the Women's Wellness Initiative, and JDRF.