



MOLLY SMITH

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EDUCATION

University of Kansas

Visual Communication Design
Bachelor of Arts 2025

Hochschule Trier

University of Applied Sciences
Exchange Semester Summer 2024

INVOLVEMENT

Club Co-President

KU Prototype Club Spring 2025

Camp Counselor and Assistant

KU Design Camp Summer 2023

Business & Advertising Manager

MVHS JAG Yearbook 2019-2020

Editor-In-Chief

MVHS JAG Yearbook 2020-2021

CERTIFICATES & AWARDS

Entrepreneurship Certificate

University of Kansas School of Business

“Steal This Idea” Graphics Competition Winner

ACUI Region II 2024 Awards

All-Kansas Yearbook Award

Kansas Scholastic Press Association 2021

EXPERIENCE

Graphic Designer

Kansas Memorial Union Marketing Department *August 2021-December 2024*

August 2022-March 2024 Designed over 80 responsive event fliers to promote Student Union Activities, KU Dining, and KU Union programming. Collaborated with event organizers to deliver impactful, timely marketing materials. Ensured all Dining and Union designs adhered to university brand standards.

August 2024-December 2024 Developed a fresh, cohesive brand identity for the KU Bookstore, elevating its presence on campus and online. Designed and implemented a comprehensive marketing campaign, incorporating print, digital, and in-store promotional materials to drive engagement and sales.

ArcD Student Ambassador

University of Kansas Architecture & Design *Spring 2025*

Represented the School of Design at events, led tours for prospective students, and shared insights about the program and creative opportunities.

Riso Fellow

KU Colorbar *Spring 2025*

Managed and maintained the Risograph printing studio, assisted students with printing techniques, and explored experimental print processes.

Teaching Assistant

University of Kansas Architecture & Design *Spring 2025*

Provided guidance and feedback to students, facilitated class discussions, and supported professors in course instruction and critique sessions.

Learn to Swim Site Coordinator

City of Shawnee Aquatics *Summer 2021 & 2022*

Organized learn to swim program. Trained and supervised staff of 15 across two pool facilities to teach children (6 months to 13 years) and adults lifesaving swimming skills. Upheld standards of learn to swim program, logging and evaluating the progress of each swimmer.

SKILLS

SOFTWARE

InDesign
Illustrator
Photoshop
After Effects
Figma
Canva
Microsoft Office
Asana

CREATIVE

Typography & Layout
Brand development
RISO
Printmaking
Packaging Design
Digital & Print Design
Visual Identity Systems
Marketing & Brand Storytelling

PROFESSIONAL

Creative Problem Solving
Collaboration
Entrepreneurial thinking
Detail-Oriented Execution
Adaptability
Time & Project Management