



DESIGN • BRANDING • STORYTELLING

izzy shimizu

DESIGN WITH INTENT

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Skills

Public Relations
Innovation
Leadership
Proactive

Canva
Social Platforms
UX & UI
Photoshop
Illustrator
Indesign
Lightroom
Premiere Pro

About

I am passionate about transforming ideas into vibrant visuals that captivate and inspire. With a focus on strategy and design, I create work that drives engagement and connects with targeted audiences. My expertise in specialized, custom marketing initiatives allows me to collaborate effectively with cross-functional teams and consistently deliver excellence.

Professional Experience

Freelance Graphic Designer

August 2020 – Present

- Collaborated with small businesses, student organizations, and individuals to create custom logos, branding assets, and promotional materials
- Maintained strong client relationships through clear communication and on-time completion of projects
- UCDA honorable mention for 2025 PLNU Viewbook; ranked top 30% of submissions

Graphic Design Intern – Point Loma Nazarene University Athletics, San Diego

August 2024 – May 2025

- Streamlined design process by developing reusable templates, reducing turnaround time for new materials
- Designed promotional materials that were displayed at live games and campus-wide, reaching an audience of over 4,000 students, alumni, and fans

Digital Marketing Coordinator – Her Artistry Studio, Santa Clarita

March 2023 – August 2023

- Managed daily content posting, engagement, and performance tracking
- Increased Instagram followers by 393% and non-follower engagement by 147%

Education

Bachelors of Arts Graphic Design with Interactive Web Concentration

August 2021 – May 2025

- Point Loma Nazarene University San Diego, CA
- Major GPA: 4.0 | Cumulative GPA: 3.7

Awards

Point Loma Merit's Scholarship
Graduated Cum Laude
Dean's List
Arete Faculty Award

References (contact information upon request)

Tim Heiduk - Athletic Director of Communications, Point Loma Nazarene University
Courtney Mayer - Associate Professor, Graphic Design, Point Loma Nazarene University
Christopher Mora - Assistant Director of Graphic Design, USC