

ZOE ADAIR

// GRAPHIC DESIGNER

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EDUCATION

UNIVERSITY OF TENNESSEE AT CHATTANOOGA

Bachelor of Fine Arts : Graphic Design
2022 - 2026

Grade Point Average: 4.0

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Branding and Identity
- Conceptualization
- Typography
- Print Production
- Figma
- Web Design
- Canva
- Mailchimp

ACCOLADES

SEQUOYA REVIEW

2024 & 2025

- Published work in the annual art and literary publication

WAYNE HANNAH SCHOLARSHIP

2024 & 2025

- UTC Art award for outstanding work in the interdisciplinary exhibition competition

CHANCELLOR'S SCHOLARSHIP

2022 - 2026

- UTC's most prestigious merit-based scholarship

EXPERIENCE

LEAD BRAND DESIGNER // JUNE 2020 - PRESENT

Studio Z - Remote Freelance

- Construct cohesive visual systems for a diverse client base, focusing on foundational identity components including logo design, detailed style guides, and comprehensive print and digital assets

CAMPUS MANAGER // JANUARY 2024 - PRESENT

South by Sea - Chattanooga, Tennessee

- Coordinate client briefing, design proofs, and deadlines with cross-functional communication ensuring reliable delivery while onboarding the company's first client in the entertainment sector

PERSONNEL CHAIR // JANUARY - DECEMBER 2025

Chi Omega Executive Board - Chattanooga, Tennessee

- Directed conflict resolution and policy compliance in a position voted on by 130+ members, handling sensitive issues of career and personal development

DESIGN INTERN // JUNE - AUGUST 2025

Ferrari Fashion School - Milan, Italy

- Designed modular templates for environmental and print graphics while executing over 300 Meta advertisements according to strict visual identity

GRAPHIC DESIGNER // DECEMBER 2024 - JUNE 2025

Invincible Story Agency - Chattanooga, Tennessee

- Led end-to-end conceptual development and execution of branding systems, managing cross-channel consistency (print, digital, social) for seamless integration with agency deadlines

MERCHANDISE CHAIR // JANUARY - DECEMBER 2024

Chi Omega Cardinal Cabinet - Chattanooga, Tennessee

- Elevated product merchandising strategy as a cross-functional design lead, successfully developing diverse, on-brand apparel lines driving a 26% increase in annual sales