CREATIVE MARKETING DESIGNER & DIGITAL ARTIST

# Liv Callahan

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## ABOUT

Graphic Designer with experience creating print, digital, social media, and brand marketing materials for B2B and B2C audiences. Skilled in visual storytelling, brand development, campaign execution, and cross-functional collaboration. Known for managing multiple projects simultaneously while maintaining strong attention to detail and delivering innovative creative solutions.

## PROFESSIONAL EXPERIENCE

### Creative Marketing Designer, CityGate Hospitality 2023–present

- **Sole designer of the in-house CityGate Hospitality marketing team,** leading the creative development and design production of print and digital jobs for 7 distinct hospitality clients.
- **Provide overall creative direction** by evaluating client objectives, timelines and budget expectations.
- **Design and produce 200+ marketing assets annually,** including websites, menus, brochures, signage, digital ads, emails, environmental graphics, event collateral and internal communications.
- **Manage brand development initiatives,** including logo design and illustration, curating and editing photography and video, developing brand standards and brand book, providing guidance for existing brand evolution, and managing brand consistency across all assets and channels.
- **Led the complete rebranding of on-site Lavazza coffee shop to a private label entity—Arista Coffee & Café**
- **Collaborate and strategize** with all levels of stakeholders to ensure assets support brand consistency, customer engagement, and business growth.
- **Develop and facilitate processes** to improve efficiencies and communication between cross-functional teams.
- **Meet aggressive deadlines** while managing concurrent projects with competing priorities.

### Graphic Designer, Indiana Daily Student 2021–23

- Developed marketing and advertising campaigns from concept to final deliverables
- Produced weekly newspaper layouts and coordinated placement of assets for publication deadlines.
- Delegated tasks among designers and met weekly to assess design timeline and goals.

## SKILLS

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| - Brand Identity | - Print Production | - Project Management | - Adobe Illustrator | - Adobe After Effects |
| - Art Direction | - Campaign Development | - Creative Strategy | - Adobe Photoshop | - Procreate |
| - Motion Graphics | - Email Marketing | - Client Communication | - Adobe Indesign | - Figma |

## EDUCATION Dual Degree Graduate

Indiana University, Bloomington, IN 2020–2024
**BFA, Graphic Design** with distinction | **BA, Interactive & Digital Media** with distinction | GPA: 3.8/4.0

## LEADERSHIP

### President, American Institute of Graphic Arts, Bloomington Chapter 2020–24

- Led various skill-based workshops, including virtual portfolio reviews, introduction to InDesign, introduction to Illustrator and self-branding
- Coordinated responsibilities & activities of supporting officers; collaborated with faculty advisor

### Chairperson, Morale Committee, Indiana University Dance Marathon 2020–2024

- Led a primary committee for the second largest student-run philanthropy in the world
- Individually raised over $9.8k for Riley Hospital for Children in Indianapolis, IN