

# connor alyse hoelle

Pronounced "holly"

## GRAPHIC DESIGNER + ARTIST

### ABOUT

Experienced graphic designer, content creator, and typography nerd. Proficient in designing for both print and digital platforms. Thrives in collaborative settings that foster individual growth. Excels in cultivating creative skills through diverse projects and opportunities. Outside of work, I find fulfillment in reading, family walks, podcast production, continuing education, and serving on the All Church worship team as a leader.

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## EXPERIENCE

### CINCINNATI HILLS CHRISTIAN ACADEMY *(In-House Print Design)*

#### *Fine Arts Graphic Designer* | September 2024 – Present

- ✦ Designing all print collateral for the fine arts department, including show posters, playbills, apparel, signage, social posts, managing projects from concept to completion, overseeing print orders and proofing

### SENTRILOCK *(Technology, In-House Marketing)*

#### *Senior Graphic Designer* | April 2022 – April 2024

- ✦ Spearheaded end-to-end management of brand and design projects, both print and digital
- ✦ Offered art direction and strategic insights to elevate design initiatives and maintain brand integrity
- ✦ Key role in talent acquisition by overseeing the hiring and onboarding processes for new designers
- ✦ Cultivated relationships with external vendors and managed website strategy and projects
- ✦ Design strategy for major trade shows, orchestrated customer receptions to enhance brand experience

#### *Graphic Designer* | April 2019 – April 2022

- ✦ Demonstrated proficiency in utilizing industry-standard design software, collaborated with senior designer, adapted to evolving design requirements and feedback, showcasing flexibility and proactive development

### PURE ROMANCE *(CPG, In-House Creative)*

#### *Graphic Design Intern* | June 2018 – August 2018

- ✦ Contributed creatively as an intern, playing a pivotal role in designing graphics across various platforms including social media, web, television, apparel, product packaging, posters, catalogs, and consultant swag

## EDUCATION

### GRAPHIC DESIGN DEGREE

*Cincinnati State College* | 2018

## CREATIVE INDEPENDENT WORK

Podcast production, social media management for 120k+ followers, content creation, monthly live events, apparel graphics, merch design, custom murals, wedding planning and design, small business signage, branding, logos, illustration, and more.

## SKILLS

Typography ✦ Print Design ✦ Leadership  
Adobe Creative Suite ✦ Content Creation  
Art Direction ✦ Research + Development  
Brand Management ✦ Attention to Detail  
Adaptability ✦ Collaboration ✦ Social Media  
Creative Innovation ✦ Positive + Reliable  
Communication ✦ Conversational Spanish