

CAROLINE BASS

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EDUCATION

Bachelor of Studio Arts, Concentrations in Graphic Design & Business Administration
Furman University, Greenville, SC // GPA: 3.99/4.0 // May 2022

WORK EXPERIENCE

Graphic Design & General Assistant, Everett King Consulting *February 2022 - Present*

- Attend client meetings; offer art + design input
- Create mockups of interiors with artwork + design recommendations
- Develop standard presentation layout
- Assist with final interior photoshoots

Art Department Assistant, Furman University *August 2018 - Present*

- Develop semester-long social media plan with recurring post categories
- Create marketing collateral for visiting artists, annual reporting, and student achievements—seen by over 500 people yearly
- Gain practical curatorial experience by working with visiting artists in gallery set up and take down

INTERNSHIP & RESEARCH EXPERIENCE

Graphic Design Intern, Tödém *August 2021 - December 2021*

- Designed branding suite for Greenville Cancer Society Hope Ball annual fundraiser
- Researched merchandise options
- Created mock-ups for packaging and products

Graphic Design Intern, Infinity Marketing *June 2021 - August 2021*

- Created print and digital collateral using 12 different client brand standards
- Transferred content to new WordPress websites
- Curated images for blog posts

Research Fellow, Furman University *Summer 2019, 2020*

Documenting Artist Studios: Matthew Baumgardner

- Researched artist estates, university partnerships, and catalogue raisonnés
- Made recommendations for future exhibitions and archival standards, subsequently implemented by the Estate
- Created catalogue raisonné mockup to guide two future curatorial classes
- Worked with team of two other students to construct an exhibition website and instructional guidebook for other universities to follow our process

GRAPHIC DESIGN SKILL DEVELOPMENT

24 Hour Design Challenge, Furman & Miami Ad School *January 2020, March 2021, January 2022*

- | 2020 | 2021 | 2022 |
|---|---|---|
| ■ Created slogan, illustrated new logo, and designed seed packets | ■ Designed packaging & labels, assembled box, and took product photos | ■ Created verbal & visual brand, designed glass box, and illustrated shatter design |
| ■ Team won the Gold Award | ■ Team won the Bronze Award | ■ Team won the Gold Award |

ART INVOLVEMENT

Connections Gallery, Greenville-Spartanburg Airport *September 2021 - January 2022*

- Among 30 upstate college artists selected for display in the Connections Gallery in the Grand Hall—seen by thousands of flyers daily

Exhibition at Local Business *January 2020 - March 2020*

- Sold over 50 prints, 6 original ink drawings, and earned 4 commissions during solo exhibition

SKILLS & INTERESTS

- Adobe Illustrator, InDesign, Photoshop, Premiere, and XD
- Microsoft Office Suite
- WordPress customization
- Social media platforms [Instagram, Twitter, LinkedIn]
- Intramural Soccer Team
- Assistant Editor of 'the echo', Furman literary and arts magazine
- Manna Foodbank Volunteer
- Furniture restoration
- Interior design