
Seth McClain

GRAPHIC DESIGNER | PHOTOGRAPHER

► EDUCATION

University of Northern Colorado | May 2018

Bachelor of Arts: Visual Communication Design — Graphic Design

Minor: Business Administration

► EXPERIENCE

Marketing Design Associate | August 2018 – Present

Empower Retirement

- Conceptualize, present, and execute marketing campaigns for print and digital including direct mail, brochures, fliers, email, social media and web assets.
- Coordinate with Creative Directors, Art Directors, and Copywriters to incorporate feedback and align work with brand standards.
- Package and prepare files for multiple print vendors according to client specifications.

Graphic Design Intern | June 2017 – May 2018

UNC Office of Enrollment Management and Student Access

- Create social media and digital assets for various campaigns.
- Collaborate with the Office of Assessment to develop an infograph communicating university statistics.
- Coordinate with department officials to ensure accuracy and create effective materials.

Marketing and Graphic Design Assistant | March 2016 – May 2018

UNC Campus Recreation Center

- Work with UNC Outdoor Pursuits to develop a catalog of trips throughout the academic year.
- Consistently update print and digital marketing assets.
- Fulfill deadlines for program/event advertisement and operational signage.

Student Graphic Designer | August 2016 – December 2016

UNC School of Art & Design

- Design promotional materials for school events and gallery shows.
- Consult school director and faculty to create visual identity in school promotions.

► PROGRAMS



► SKILLS

Graphic design
Photography/retouching
Motion design
Social media/digital
Email design