

ZAYLIE COLLINS

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EDUCATION

BFA IN GRAPHIC DESIGN | MINOR IN ART HISTORY

Southern Utah University Cedar City, Utah

May 2021

EXPERIENCE

GRAPHIC DESIGNER II

February 2023 - Present

Crumb! London, Utah

Working in collaboration with our photographers, videographers, and social media managers, I am able to create between 35 and 85 unique and engaging designs per week for an audience of over 6 million followers. In this role I am able to work on many co-branded and partnership projects, including those with Kylie Jenner, Olivia Rodrigo, Jimmy Fallon, Warner Bros. and more.

GRAPHIC DESIGNER

January 2021 - Present

Element Ring Co. Salt Lake City, Utah

As a designer for a small but rapidly growing business, I led all brand and creative projects. This includes all signage, packaging, custom ring mockups, photography, store interior, product development, and advertisements. I work closely with the COO and ring engineers to ensure brand consistency.

GRAPHIC DESIGNER

June 2020 - December 2020

SUUSA Cedar City, Utah

Working for the Southern Utah University Student Association, I collaborated with event planners and my marketing team to create event advertisements such as printed flyers, posters, digital signage, and social media content. Our bigger events reached 1000+ in attendance.

STUDENT PROGRAMMING BOARD DIRECTOR

June 2018 - May 2019

Southern Utah University Cedar City, Utah

Led a small team in efforts to organize, plan, and execute small and large scale events catered to the student population at Southern Utah University. I coordinated and oversaw 9 campus-wide events, and assisted with many more, all based on student needs. In this role I had the responsibility of searching for and contracting multiple outside vendors.

SKILLS

Ideation
Publications
Layout
Typography
Letterpress
Detail Oriented

Adobe Creative Suite
Illustrator
InDesign
Photoshop
Lightroom

XD
Figma
HTML
CSS



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GRAPHIC DESIGNER