

# Lucy Cummins

## Graphic Designer

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goosegraphicdesign.co | linkedin.com/LucyCummins

Strategic and detail-oriented Graphic Designer with expertise in UX writing, digital marketing, and content strategy. Passionate about crafting user-centric content that enhances digital interactions. Adept at translating complex business objectives into intuitive, engaging content solutions while maintaining consistency across platforms and optimizing user experience.

## Work Experience

### TaxAct

#### Forms Designer I

September 2023–Present | Remote, Cleveland, Ohio

- Developed tax forms in compliance with state and federal regulations, ensuring • clarity and ease of use.
- Designed printable tax documents using advanced document creation and graphic design software.
- Incorporated feedback to refine tax forms, enhancing compliance and readability.
- Optimized document organization for improved accessibility and efficiency.
- Created visually engaging, high-accuracy printable tax forms.

### BOMB Image

#### Graphic Designer

September 2022–Present | Remote, Cleveland Ohio

- Managed website content via WebWave and Squarespace, ensuring brand consistency and messaging cohesion.
- Designed and executed social media strategies to boost brand awareness and engagement.
- Created marketing materials, including brochures and visual assets, supporting strategic brand initiatives.

### Goose Graphic Design

#### Graphic Designer (Freelance)

September 2017–Present | Hybrid, Strongsville, Ohio

- Designed logos and branding materials for non-profit organizations, strengthening their visual identity.
- Developed branding strategies for online personalities, creating cohesive identities for Twitch streamers.
- Maintained strict project deadlines through effective time management and workflow optimization.
- Produced custom, personalized graphic assets tailored to client specifications

### Hive Design Group

#### Graphic Designer

September 2021–February 2025 | Hybrid, Berea, Ohio

- Managed multiple concurrent design projects, meeting deadlines and maintaining high-quality standards.
- Developed the full brand identity for Bee Well Physical Therapy, from concept to launch.
- Communicated with clients to provide updates, address feedback, and implement design adjustments.



## Education

**Baldwin Wallace University** | Berea, Ohio

*Bachelor of Arts* | 2023

Major: Digital Media & Design: Graphic Design

Minor: Marketing

GPA: 3.63

**Cuyahoga Community College** | Parma, Ohio

*Associates of Applied Business* | 2019

Major: Visual Communication Design

GPA: 3.54

## Organizations

### Alpha Sigma Lambda

April 2022–Present

### Phi Theta Kappa

September 2018–Present

## Skills

### Design Software

Adobe Dreamweaver  
Adobe Premiere Pro  
Adobe After Effects  
Adobe Photoshop  
Adobe Lightroom  
Adobe Illustrator  
Adobe InDesign  
Autodesk Maya  
Adobe Acrobat  
Adobe XD CC  
Figma  
Canva

### Web Development

Visual Studio Code  
WordPress  
JavaScript  
WebWave  
Bootstrap  
WebWave  
HTML 5  
CSS 3

### Office Software

Microsoft Teams  
Microsoft Office  
Google Suite  
Base Camp  
Marvel App  
Hootsuite  
HubSpot  
Asana  
Buffer  
Zoom

### Additional Skills

Digital Photography  
Consumer Service  
Problem Solving  
Photo Editing  
Video Editing  
Teamwork  
Creativity  
SEO