

Carly Scott

carlyscott.com

GRAPHIC DESIGNER

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EXPERIENCE

Chicago Athletic Association, Hyatt Chicago, IL

Guest Services Host October 2023 - Present

- Curate outstanding guest experiences by fostering meaningful connections through engaging conversations and promptly addressing guest needs with care, resulting in a consistent high level of customer satisfaction.
- Review hundreds of upcoming reservations, translating reservation details into actionable steps to guarantee hotel readiness for future arrivals.
- Personalize each guest's stay by creating tailored experiences that not only meet but exceed guest expectations, with 95% of past guests feeling their needs were anticipated and met.

Mia Za's Champaign, IL

Freelance Graphic Designer March 2023 - August 2023

- Collaborated with the client to brainstorm designs, assess project scope, and strategize an execution plan.
- Designed 13 captivating graphics for t-shirts and stickers that engage customers and accurately reflect the company's brand, using the Adobe Creative Suite.
- Refined designs based on client feedback to ensure satisfaction and the submission of high quality deliverables.

Campus Recreation Champaign, IL

Member Services Manager July 2021–August 2023

- Manage and provide leadership to 2-7 employees per shift, optimizing team performance and cohesion.
- Collaborated with a colleague to design and implement an innovative facility space tracking system, ensuring equitable usage, improving efficiency, and guaranteeing quality guest experiences.

Program Assistant August 2020–July 2021

Customer Service Assistant June 2019–July 2021

EDUCATION

BFA in Graphic Design with High Honors

University of Illinois at Urbana–Champaign May 2023

- Minor in Psychology
- Short-Term Study Abroad *Florence, Italy, 2022*
- James Scholar Honor Program *2019–2021*
- Dean's List *Spring 2020, Fall 2020, Spring 2021*

PROJECTS

Zenwalk Senior Capstone

- Created a meditative hiking brand and app focused on improving mental health by getting young adults outside.
- Conducted market research, developed personas, and performed a competitive analysis to guide the creation of the brand's logo design and identity.
- Designed wireframes and developed a prototype using Adobe XD, integrating feedback gathered from usability testing to optimize user experience.

Cocktails 101 Self-Lead Personal Project

- Designed a cocktail booklet tailored for young women using the Adobe Creative Suite.
- Curated a unified brand identity using carefully chosen typefaces and fonts, intentional layout design, and incorporating insights gained from market research to influence brand development.