

Grace Downey *(she/her)*

Higher Education Communications Manager
DIGITAL CONTENT / DESIGN / MARKETING

Portfolio:
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ABOUT

Starting out as an artist and graphic designer, I expanded my skills and experience beyond UX design to become a confident communications and marketing professional, generating engaging content for multimedia campaigns. I am a motivated and energetic communicator who drives brand vision while delivering timely execution. I have the ability to visualize the entire project while simultaneously having an eye for detail. I am passionate about creating a better experience across all platforms through captivating storytelling and clean, user-driven design. As a self-starter, I tackle each project with strategic problem-solving, research, and open communication. I am looking for a team I can not only bring value to but also learn from.

EDUCATION

BA in Visual Arts Studies
Minor in Chemistry
University of Florida | May 2018

Google UX Design Course
Coursera | Current

WORK EXPERIENCE

The University of Florida (UF) is the flagship university for the state of Florida, ranked No. 5 among the nation's top public universities by U.S. News and World Report. The UF Division of Enrollment Management recruits, enrolls and retains students, with a subdivision of Admissions, which receives more than 65,000 applications annually.

Interim Communications Project Manager

University of Florida, Enrollment Management | Oct. 2022 - Current

- Promoted based on demonstrated leadership ability.
- Division of Enrollment Management's communications project manager and strategist for all in-house creative across several mediums, including web, Slate-deployed emails, video and social media.
- Responsible for budget, print specifications, vendor contract negotiation, content and design of more than 20 major annual publications.
- Sole UX and graphic designer for six accessible websites/microsites and four annual recruitment print/web campaigns.
- Designed, managed and produced the 2023 UF Admissions Acceptance Package with a budget of more than \$100,000.

Marketing & Communications Specialist

University of Florida, Enrollment Management | Feb. 2020 - Current

- Builds and maintains annual, award-winning recruitment materials while collaborating with university partners to adhere to brand strategies and meet tight deadlines.
- Lead web designer, overseeing junior designers, for a 3-month, user-focused redesign of admissions.ufl.edu design and content.
- Lead designer for the "[Dream Forward](#)" low-income application campaign, including a microsite, postcard, emails and digital ads, that received a total of 13,779 applications from the target group, representing a 40 percent conversion rate.

Irving Publications, LLC is a woman-owned publishing house responsible for producing the award-winning Giggle Magazine and Wellness360 Magazine. Hello Branding, an Irving Publications sister company, is a boutique branding agency and promotional company.

Graphic Designer

Irving Publications | Oct. 2018 - Jan. 2020

- **Giggle + Wellness360 Magazine**
Created Giggle Magazine (6 issues/year) and Wellness360 Magazine (6 issues/year) as graphic designer, photoshoot planner and executor, photo editor, art and creative planner, and occasional contributing writer.
- **Hello Branding**
Worked to design and produce graphics for clients including logos, business cards, brand development, promotional products, print materials, digital advertising and more.

SKILLS

Art Direction
Strategic Marketing
Funnel Marketing
Project Management
Print/Publications
Illustration
Copy writing
Editing (AP Style)
Photography
Video Direction
Website Redesign
UX Wireframing/Prototyping
Mobile/Desktop Design
WCAG Accessibility
Social Media

Adobe Creative Suite:
Adobe XD
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

Microsoft Word Suite
Asana
Slack
Slate (CRM)

INTERN EXPERIENCE

The University of Florida's Homecoming & Gator Growl, a 90-year-old tradition, is the country's largest student-run pep rally and produces a week of events and activities for students, alumni and the community. Mentorship provided by faculty and campus partners.

Associate Producer of Communications

UF Homecoming & Gator Growl | Spring 2017 - Fall 2017

- Monitored all public relations, including press releases for local news.
- Managed a team of eight communications students for content, art and layout, photography, web design, public relations and social media.
- Implemented a consistent theme and brand across all content, logos, posters, flyers, programs, and merchandise produced, contributing to the first sold-out show in ten years.

Director of Art and Layout

UF Homecoming & Gator Growl | Spring 2016 - Fall 2016

- Designed the new logo for UF Homecoming & Gator Growl, which is still being used to this day.
- Rebranded the graphics surrounding all events by adapting to the popular Festival-style event.

The University of Florida's Panhellenic Recruitment is a seven-day event for 2,000 potential new members to meet chapter members across the campus with the guide of 70 counselors. Guided by faculty, the executive board is tasked with coordinating the week.

Publications and Apparel Chair

UF Panhellenic Recruitment Executive Board | Fall 2016 - Fall 2017

- Designed a 60-page recruitment publication and nine apparel items for more than 2,000 recruitment participants and counselors with a budget exceeding \$100,000. Negotiated two additional apparel items and delivered under budget.

ACHIEVEMENTS

CASE, Silver Circle of Excellence Award | 2022
Marketing Initiatives, Dream Forward Campaign

CASE, Bronze Circle of Excellence Award | 2022
Student Recruitment Publications, Acceptance Package

Parent Media Association, Silver Award | 2021
Small Feature Layout, Illustration

Parent Media Association, Silver Award | 2020
Front Cover: Original Photo Design

Florida Blue Key Member | Inducted Spring 2017
Prestigious Florida Honorary Society: Leadership & Scholarship