

CARRIE SCRUFARI

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EXPERIENCE

FREELANCE

Designer, July 2010–present

Achieves branding and creative goals for clients across industries. Clients and collaborators have included Toast & Tiger, Via Studio, Boys & Girls Haven, Speed Art Museum, Dogumenta, 1804 Entrepreneurship Center, and Google Fiber.

HUMANA

Creative Development Designer, June 2020–July 2022

Designed projects from concept phase to execution as part of Humana's internal creative agency, the Hive. Translated marketing and creative strategy into design concepts and campaigns. Assisted with annual brand guidelines updates and led design guidance efforts and training for Humana's Medicaid line of business.

SPEED ART MUSEUM

Design Manager, August 2018–June 2020

Led the design team's work on advertising campaigns, exhibition graphics, signage, books, event materials, social media, and print materials. Assigned work, managed and art directed projects, led collaboration with all departments, and oversaw the Museum's visual brand.

Graphic Designer, May 2016–August 2018

Graphic Design Intern, August 2014–April 2016

EDUCATION

UNIVERSITY OF LOUISVILLE

BFA in Graphic Design, August 2012–May 2016

CERTIFICATION

ASSOCIATION OF NATIONAL ADVERTISERS

Certified ANA Marketing Professional Course, July 2020–February 2021

EVENTS

CREATIVE MORNINGS LOUISVILLE FIELD TRIP

A Designer's Tour of the Speed, October 2019

Tour and activity discussing exhibitions through the lens of graphics.

AIGA DESIGN WEEK TALK

Art Work, September 2018

Mini lecture with two other designers about art, design, and life.

AWARDS

AIGA LOUISVILLE

Best of Environmental Design, Big H Member Stories (team project), March 2022

Best of Web and Digital, Covid Vaccine Social Campaign (team project), March 2022

Professional Award, Flu Social Campaign (team project), March 2022

Professional Award, Making Time Exhibition Graphics, February 2020

GREAT MEADOWS FOUNDATION

Artist Professional Development Grants, December 2017 and July 2018

SKILLS

Leadership

People management

Copywriting

Public speaking

Project management

Editing