



Ella Carpenter | Graphic Designer

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EDUCATION

Savannah College of Art and Design

2022 - 2026 | Savannah, GA | Bachelor of Fine Arts in Graphic Design

ACADEMIC EXPERIENCE

Battle of the Bands | 2025

- Used local references and additional research for inspiration to capture the environment and audience.
- Developed a brand identity and designed the overall campaign.
- Designed physical flyers, social media content, merchandise, and an interactive app concept.

Big Thief Branding | 2025

- Analyzed Big Thief and their newest album to build an entire campaign based off of limited information.
- Designed posters, motion media advertisements, and merchandise to bring attention and awareness to their “Double Infinity” album and their upcoming tour.

Green Beetle Bar | 2024

- Researched the Savannah bar scene and found potential new additions.
- Developed a brand identity based off of nature to continue the green house theme.
- Executed the concept into a real bar experience with menus, merchandise, social media content, as well as physical and digital flyers.

PROFESSIONAL EXPERIENCE

SCADPro and SCADServe classes were treated as an in house agency for companies who hired SCAD and their students.

SCADPro | Verisk | SCADnow | Fall 2025

- Researched the data analytics industry to establish wants and needs for Verisk’s upcoming software marketing and branding.
- Led development and strategy for all work being released within the next 6 months.
- Led my team of 12 to success by creating a marketing solution for Verisk.
- Built strategies and design layouts to share with my team.
- Executed deliverables such as PowerPoint design, social media content, motion media content, email headers, physical flyers, and installation concepts.

SCADServe | Chatham County Hospital Authority (CCHA) | Team Lead | Spring 2025

- Researched and interviewed the Savannah community to gather intel on what the CCHA needs.
- Led a group of 4 and collaborated with other team leaders to develop CCHA’s new brand identity.
- Led our final presentation to share our design and final concept to CCHA and their peers.
- Executed deliverables such as a new brand identity, social media content, digital flyers, physical flyers, and merchandise for CCHA.

KEY SKILLS AND TOOLS

Skills: Graphic Design, Creative Suite, Concept Development, Content Creation, Marketing, Branding, Package Design, Motion Design

Tools: Photoshop, Illustrator, InDesign, After Effects, Lightroom, Acrobat, Figma, Canva, Microsoft Word, Powerpoint, Miro

