



MARISA *y* PURDY

VISUAL COMMUNICATOR & ILLUSTRATOR

ABOUT ME

I'm a zealous creative with a fun little spark of madness and a constant desire to push and improve both myself and my work. Exploring and creating meaningful relationships between type and image is what fuels my passion, but working with people and using my skills to help others is what I live for. Being a sponge is my preferred state—I have a voracious appetite for learning.

I begin every project with a strong concept, an open mind, and an empty sketchbook.

INTERESTS

illustration • typography • museums & art galleries • playing my cello • movies • traveling • reading • craft beer • old & abandoned things • spicy food • hiking & outdoors • dogs • linguistics & English grammar • solving & building escape rooms


AWARDS


Sock Club *Sock of the Week* 5x winner
Sock Club *Best Patterned Sock* 2019
R/GA 1st, Assigned Creative Brief 2017
UD First Steps 1st, *Birth-Certified* 2017

CONTACT

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SOCIAL



@marisaypurdy

WORK EXPERIENCE

• Sock Club Designer

Austin, Texas *October 2019 - June 2020*

- Designed custom branded socks, packaging, and/or PPE for various clients including Adobe, Google, Home Depot, H-E-B, Eminem, KISS, Comcast, Microsoft, Whataburger, WhatsApp
- Proactively created a variety of branded sock designs to pitch to potential clients
- Executed client-requested revisions and production quality checks for the design team
- Storyboarded and animated a video with a select team to show our custom sock process

• Iron Hill Brewery & Restaurant Freelance Designer

Newark, Delaware *August 2019 - January 2020*

- Conceptualized, pitched, & designed launch and evergreen ad campaigns for new mobile app

• Birth-Certified Founding Partner & Creative Director

Newark, Delaware *October 2016 - July 2019*

- Established project with nursing students to combat infant and maternal mortality in Africa
- Created detailed instructional illustrations of childbirth process for low-literacy population

• SafeSpace Delaware Creative Director & Brand Manager

Wilmington, Delaware *February - December, 2018*

- Conducted research and created brand strategy, guidelines, and website with a small team
- Independently designed new brand elements, refined the website, and photographed events
- Oversaw brand transition, managed social media, taught director how to implement branding

• Gingerly Press Creative Intern

Landenberg, Pennsylvania *March - June, 2018*

- Expanded fundamental knowledge of classic typesetting, set metal type for business cards and wedding invitations, mixed Pantone ink, printed on Vandercook and C&P Platen Press

EDUCATION

• Bachelor of Fine Arts Visual Communications

University of Delaware *August 2014 - December 2018*

- Minors in English and Interactive Media

• UDVC Study Abroad London, UK

University of Delaware *Summer 2017*

- Attended presentations and discussions with top designers and agencies (e.g. Peter Saville, Pentagram, Mother Advertising, Saatchi & Saatchi, Kate Moross, Williams Murray Hamm)
- Completed creative briefs for R/GA and J. Walter Thompson

SKILLS

Adobe CC (Photoshop, Illustrator, InDesign, AfterEffects), Illustration, Typography, Branding, Web Design, Photography, Storyboarding, Animation, Concept, Research, Writing, Microsoft Office, Customer Service