



chloebacondesigns.com

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Murfreesboro, TN

Education

2018-2022

**Middle Tennessee
State University**

Bachelor of Fine Arts in

Graphic Design

GPA: 3.65

Design Tools

Adobe Creative Software
(InDesign, Photoshop,
Illustrator, After Effects,
Dreamweaver), Project
Collaboration (Teams, Slack),
AR Building (Zapworks), Digital
Illustration (Procreate), Email
Marketing (Campaign Monitor)
Powerpoint, Canva

Digital Skills

Email platforms, video editing,
web designing, logo creation,
photography, photo
enhancements, immersive AR
experience creation,
computer/social media
proficiency, branding

Soft Skills

Great organization, time
management, communication,
attention to detail, creativity,
and adaptability

Chloe Bacon

Graphic Designer | Print & Digital | BFA in Graphic Design

Creative artist with 3+ years of experience designing for print, web, and emerging platforms like AR. Proven track record of creating branded visual assets across email, social, trade shows, and internal communications. Passionate about delivering thoughtful, on-brand visuals that drive engagement.

Experience

Franke Foodservice Systems | Graphic Designer 1

June 2022 - March 2025

- Discussed projects with interested parties to become familiar with the assignment in order to deliver efficient final products
- Determined style, technique, and medium best suited to produce desired effects and conform to reproduction requirements
- Manipulated photo assets including retouching, clipping, masking, and color correction for print and digital applications
- Created branded print and digital materials including promotional brochures/flyers, trade show displays, email campaigns, catalog covers/pages, and PowerPoint presentation templates
- Used Zapworks Designer and Studio platforms to create immersive AR experiences making it easy to showcase products and contact sheets
- Applied photography skills to capture company events and to take badge photos for new hires
- Joined and participated in the Wellness Committee and created marketing materials for wellness events

Rutherford County Chamber of Commerce | Marketing Intern

January 2022 - May 2022

- Created social media posts, web badges, logos, and weekly newsletters
- Gained brand marketing, SEO, and networking skills
- Applied photography skills to capture chamber events like ribbon cuttings
- Entered meta tags to better internet search visibility on company websites
- Updated and improved marketing materials
- Filmed and edited a video presented to all Rutherford County 8th graders, welcoming them to the Career Pathways Fair, posted on the Rutherford Works Youtube Channel

Freelance Graphic Designer

2022 - Present

- Created logos, merchandise materials, and websites for small businesses
- Managed client feedback and produced print ready files

References

Lisa Moloy

Marketing Comm. Manager -
Franke Foodservice Systems
lisa.moloy@franke.com

Kristina Troglen

Senior Marketing Manager -
United Communications
kristina.troglen@gounited.net

Sonya Stephenson

Chief of Human Resources -
Rutherford County
sandkstephenson@live.com