



C. Winn Osborn

Contact

c.winn.design@gmail
435.640.9270

Portfolio

cwinn-design.com

Skills

Adobe Creative Suite

Photoshop Illustrator
Indesign After Effects

Production Artwork

Visual Research

Art Direction

Front-End Web Design

Shopify Wordpress Wix

Figma

Microsoft Office

Education

BA in Graphic Design
American University,
Washington, DC

Hello! I'm Winn, a versatile graphic designer with a can-do attitude. I thrive when actively involved in the design process from ideation to production, creating high-quality, engaging work, and finding creative solutions. I have experience in print and digital advertising, branding and logo design, front-end web design, editorial, and art direction for photography.

Experience

AHM BRANDS Associate Graphic Designer

Eugene OR | September 2019–July 2023

- Primary responsibilities: creating print, digital, and packaging assets, including final production files.
- Solo-developed a fall/winter campaign for a retail client.
- Produced creative briefs and storyboards to facilitate faster direction, additional set builds, and increased variation of images for seasonal photoshoots.
- Redesigned newsletter for nonprofit client, contributing to a 45% increase in donations from their primary donor base in the subsequent two years.
- Developed AHM's capability to design artificial reality (AR) filters.
- Strengthened internal methods for maintaining client brand consistency by creating shareable brand and asset libraries utilizing Adobe CC.
- Worked directly with nonprofit and for-profit clients during design and production phases to create on-brand materials tailored to specific audiences.

PACIFIC HEADWEAR Design/Marketing Consultant

Eugene OR | August 2018–January 2019

- Graphic Design Representative to the marketing team. Responsible for campaign development, social media assets, and production storyboards.
- Created social media guide outlining brand voice, asset generation, and posting schedule that could be easily executed by any staff member.
- Collaborated with an industry partner and product designers to create a joint product catalog with original lifestyle photography.

AMERICAN UNIVERSITY ART MUSEUM Design Assistant

Washington DC | November 2017–April 2018

- Assisted with show signage and cataloging of artwork.
- Designed brochures, postcards, and email campaigns for seasonal shows and temporary exhibits consistent with the museum's brand.

Activities

Lane County History Museum, Volunteer Exhibit Designer

November 2023–present

Amlit Magazine, Design Editor Fall 2016–Fall 2018

AWOL Magazine, Creative Director Fall 2017

Adobe Students Creative Club Network, Workshop Leader Fall 2017