

HI I'M

Caleb Buckler

GRAPHIC DESIGNER

E / CMB92641@UGA.EDU

P / (423) 509-1092

W / CALEBBUCKLER.COM

01 // MY GOAL

I strive to create work that has a real impact on the communities in and around where I live and work. I work with a person-focused mindset and hold true in my belief that design can change lives.

02 // EDUCATION

University of Georgia

BFA Graphic Design • May 2023 (Expected)

GPA 4.0 / 4.0

03 // SKILLS

- **Adobe Creative Suite**
5+ years of experience in Illustrator, Photoshop, as well, 2 years in InDesign and Lightroom.
- **Event Marketing**
Utilized various marketing strategies to increase attendance to events by ~15%.
- **Logo / Branding**
Logo re-design for multi-million dollar company, worked for local non-profits and small businesses.
- **Social Media Management**
Managed social media account of over 3,000 and grew engagement and followers by ~10%.

04 // AWARDS

- **Best Poster** - NACA Professional Division
- **2nd Place Pin Design** - SkillsUSA Nationals
- **Honorable Mention** - Hal B. Rhodes Exhibit
- **Essay Published** - Studio Potter Magazine

05 // EXPERIENCE

- **Design Intern** *at*
Hook Design Studios // Ann Arbor, MI
July 2020

Shadowed Hook's designers and experienced design in an agency setting. Created a web-based ad campaign, including producing copy. Tri-weekly meetings with a creative director for direct feedback on the project and 1-1 training. Prepared and pitched said ad campaign to a panel of Hook art directors, creative directors, and partners at the end of the internship.

- **Graphic Design Intern** *at*
Brown Industries // Dalton, GA
May 2018 - April 2020

Created brand identity for Brown's new branch (logos, packaging, promo materials). Collaborated with 10+ people to ensure the production of products was successful. Presented and defended designs to company executives and maintained communication throughout the design process.

- **Graphic Design Director** *for*
Student Activities Board // UNG
January 2019 - May 2020

Produced and published campus-wide designs seen by thousands. Increased attendance for events through marketing by ~20%. Presented designs before 30+ people every week. Operated and maintained professional level printers on large and small scales. Created designs in short amounts of time (one poster design per week).