



designer • thinker • maker

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References: upon request

EDUCATION

Savannah College of Art & Design (SCAD)

Atlanta, Georgia
Bachelor of Fine Arts
Graphic Design
Cum Laude GPA: 3.6
2018

Adobe/Coursera Certification

Generative AI Content Creation
Document Design

TOOLS & SKILLS

Art Direction
Graphic Design
Product & Merchandise Design
Print Production & Manufacturing
Color Matching
Web Design & Implementation
Video Editing
Trend Research
Technology Research
Versed in PC & Apple
International Travel
International & Domestic Sourcing
Adobe Creative Suite
AI Tools
HTML
Rhino (3D)
Microsoft Office

AWARDS

SCAN Magazine Cover
Competition, SCAD

AIGA Destination
Unknown Competition

AIGA Atlanta Student
Pin-Up Show

Open Studio
SCAD

Randi M. Yemin

EXPERIENCE

Creative Designer

Marketing Alliance Group (MAG)

2023 - Present

As a Creative Designer, I am responsible for developing custom merchandise products and graphics that align with each client's brand, products, and target audience. By gaining a deep understanding of the client's business and customer base, I create a wide range of design assets, including visual identities, branded toolkits, graphic packages, physical and digital elements, 3D renderings, and retail displays. I continuously research emerging technologies and industry trends to ensure the creation of cost-effective, efficient, and aesthetically appealing designs. My approach focuses on delivering innovative, high-quality solutions that meet each client's unique needs while enhancing their overall brand presence.

Brand and Merchandise Design Specialist

Beauflor USA

2021 - 2023

Brand and Merchandise Design encompasses creating brands across all categories of products, and continuing to uplift the overarching companies image for Beauflor USA. This includes research, ideation, creation, and implementation of digital, printed, and/or merchandise items required for these brands. While managing these projects from start to finish, getting quotes, and creating the budgets to reflect the projects.

Product Designer

Mohawk Industries

2019 - 2021

Product design for the Mohawk Resilient Design Team combines product design, interior design, and graphic design to create Luxury Vinyl Tiles/Planks and Cushion Vinyl products. The daily routine for creating new collections (US or Sourced) and/or designs includes research of client experience, trends, competitor products, innovative production techniques, and the creation of hyper realistic visuals for our clients. Once these collections are complete, our team presents the collections to a variety of people across the industry.

News Design Fellow

CNN Broadcast Media

2018 - 2019

In two-week increments, I have executed deliverables from Interactive Pages to news media apps. All while receiving feedback from CNN editors, writer, designers, directors and team leads across the globe. At the end of the fellowship, I presented my body of work to the entire CNN Digital team.