

norah.

problem solver + designer + artist

experience

Manager of Creative Services
july 2014 - present

Coker College - Hartsville, SC
Office of Institutional Identity [coker.edu]

As Manager of Creative Services, I have worked with a team to transform the college's visual identity and brand strategy. Throughout the design phase of our comprehensive plan, I re-designed all print (campus-wide publications, environmental graphics, advertisements, etc.) and web media (web strategy, site architecture, responsive design elements, etc.). In addition, I am responsible for the planning, scheduling and overall project management of student interns and their work.

Publications & Web Designer
july 2012 - june 2014

As Publications and Web Designer, I designed and maintained the college's visual identity through print and digital media.

Graphic Design Fellow
january 2012 - july 2012

Time Inc. - Birmingham, AL
Coastal Living [coastalliving.com]

Designed and produced ads, mailers, presentations, logos, invitations and email blasts for Coastal Living publications and sponsored events.

Freelance Designer + Art Director
october 2011 - present

Waffle Studio [norahwofford.com]

Print, web design, branding and even handmade products. Waffle Studio truly became a brand in 2014 by launching a T-shirt line, "A Small Town with a Big Heart." Community is very important to me, and Waffle Studio has given me the platform to work with a variety of organizations and people throughout the Hartsville community.

education

Coker College [2007-2011]
Bachelor of Arts
Art [[concentration in graphic design](#)]

skills

Adobe Creative Cloud
Adobe InDesign, Adobe Photoshop, Adobe Illustrator
Adobe Dreamweaver, Adobe Flash/Media Encoder, Adobe Lightroom, Adobe Muse

WEB + CMS

+ XHTML / CSS, Joomla!, Drupal 7, Wordpress, Sketch

Microsoft Office

Word, Excel, Powerpoint