

Toni Hall

tonihalldesign.com
tonihalldesign@gmail.com

Professional Experience

Freelance Designer

2015 - Present

Design and art direction for personal clients and through agencies. Projects range from brand development to publications to general agency support.

Design Contractor

Marvel Citizen

November 2015 - August 2016

Designed multiple responsive websites from concept to execution. Brand development and collateral for several brand refreshes and start-ups.

Design Contractor

Harken Health

September 2015 - January 2016

Created collateral for start-up Health Care company. Included type layout and photo editing.

Junior Art Director and Designer

Lifetime Fitness

June 2013 - March 2015

Developed and designed campaigns and collateral for Lifetime. This included: apparel, swag, posters, digital marketing, emails, social and signage.

Graphic Designer

University Housing, UW-Stout

December 2012 - June 2013

Designer and photographer for housing campus events. This included: brochures, posters, publications and more.

Graphic Design and Photo Intern

724 Factory, Sioux Falls, SD

Summer 2011

Assisted in client photoshoots and branding projects.

Skills and Abilities

Specializes in typography, web design, art direction, publication, packaging and mood boarding

Knowledgeable in Illustrator, InDesign, Photoshop, Lightroom, Dreamweaver, Excel, Word, Power-point

Proficient with digital photography and using a DSLR camera

Innovative and strategic thinker; loves to collaborate or can be heads down to crank out work.

Interests

Photography, hiking, being outside, cats, sports of any kind and trying new food.

Recognition

Online - Featured on The Fox is Black, Lovely Package, Packaging Served, Not Cot, Packaging of the World, and Retail Design Blog

Adfed MN "The Show"

2 Bronze - 2015

Best of Design Show

UW-Stout - 2010, 2011, 2012

Prometheus Show

UW-Stout - 1st Place Photo - 2012

Juried Student Exhibition

UW-Stout - 2011

Education

BFA - Graphic Design and Interactive Media

University of Wisconsin-Stout
Menomonie, WI

Graduated 2013

Organizations

AIGA MN Member 2010 - Present

Pepper Magazine 2010 - 2013,

Editor in Chief: 2012 - 2013

AIGA Member 2010 - 2013,

Marketing Director: 2011 - 2012

Photo Club Member 2011 - 2013,

Marketing Director: 2012 - 2013