



Caroline Merk

Graphic Designer

Experience

Yang Family University Art Gallery

Gallery Assistant, 2021-23

- Created exhibition marketing materials in various formats
- Collaborated with gallery directors to refine designs
- Assisted with installation and de-installation of shows

The Sycamore Yearbook

Layout Designer, 2020-21 and 2022-23;

Design Editor, 2021-22

- Placed images and text into templates, making modifications when necessary
- Created distinctive spread templates with a unifying theme
- Worked with Sycamore staff to choose colors, typefaces, and layouts

Squire Boone Caverns

Tour Guide & Shopkeeper, 2019-present (summers);

Tour Coordinator, 2022-present (summers)

- Led guided tours in an informative, entertaining, and time-conscious manner
- Scheduled tours, communicated with customers, managed tour guides, and oversaw daily shop operations
- Worked in a team to fulfill bulk orders

ARTD 420: Web Page Design

College course, fall 2022

- Worked in project groups to develop brands and prototype websites, focusing on user experience
- Acted as art director, keeping my team on track and ensuring creative cohesion
- Redesigned the website for the Department of Art and Design while adhering to university branding standards

Education

Indiana State University

BA Graphic Design

Minors in Public Relations and Art History
Class of 2023, Summa Cum Laude, Honors

Skills

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe XD

Illustration

Public speaking

Microsoft Word, PowerPoint, and Visio

Achievements

Indiana State University Dean's List

Fall 2019 - Spring 2022

2023 Indiana Collegiate Press Association Contest

Yearbook category:

- Overall Design, 2nd place
- Student Life Spread, 2nd place
- Sports Spread, 2nd place
- Academics Spread, 2nd place

Contact

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