

CONTACT

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EDUCATION

- Kutztown University
Kutztown, PA | May 2020
- BFA in Communication Design,
Concentrations in Graphic
and Interactive Design
- Deans List | 2016 – 2020
- GPA | 3.95

SKILLS

Advanced

- Adobe
Illustrator
- Adobe
InDesign
- Adobe
Photoshop
- Adobe
Bridge
- Adobe XD

Proficient

- Adobe
AfterEffects
- Adobe
Lightroom
- UX/UI
- Invision Studio
- HTML & CSS
- Photography
- Microsoft Office
- Copywriting
- WordPress

AWARDS & HONORS

- Board of Governors' Full Tuition
Scholarship | 2016 – 2020
- Dave Borden Leadership
Scholarship | 2019 – 2020
- Jennifer Rush '99 Endowed
Scholarship | 2018 – 2020
- Chambliss Academic Achievement
Gold Medal Award in Athletics | 2020
- KUCD Graphic Design Award
Winner | 2020
- KUCD Interactive Design Award
Nominee | 2020
- 3x NFHCA All-America First Team
- 3x All-PSAC First Team
- 4x NFHCA Scholar of Distinction
- 2x NFHCA National Academic Squad
- PSAC Scholar-Athlete
- PSAC Fall Top-10 Award
- Google Cloud Academic All-America
NCAA Division II Women's At-Large
Third Team | 2018 – 2019
- Lehigh Valley Association of
Intercollegiate Athletics for Women,
Most Outstanding Athlete | 2019
- Kutztown University Female
Athlete of the Year | 2020

MACK FUHRMAN

DESIGNER | CREATIVE

EXPERIENCE

Knock Knock & Bella Sera Boutiques, Elizabethtown & Hershey, PA

Designer and Sales Representative | August, 2020 – Present

- Create content and designs for social media graphics, in-store signage, and merchandise such as stickers.
- Design/organize displays using busts, mannequins, etc. to showcase store clothing, jewelry and other merchandise.
- Create a welcoming atmosphere, ensuring positive interactions between store personnel and customers.
Remain up-to-date with new products/services, as well as show a strong understanding of the retail sales process.

Hershey Entertainment & Resorts, Hershey, PA

Graphic Design Intern | May – August, 2019

- Worked closely with creative director, art director, project managers, and copywriters to meet daily deadlines.
- Worked on teams for multiple identity projects, creating logos and presenting them in front of stakeholders.
- Participated in weekly creative and marketing team meetings for updates and future artistic direction.

White Good Agency, Lancaster, PA

Graphic Design Intern | December, 2018 – January, 2019

- Kick-started the agency's rebrand by creating logo options and a new user-friendly website UX/UI design.
- Designed multiple sized social media graphics across Instagram, Twitter, Facebook, and LinkedIn platforms.
- Followed brand guidelines and collaborated with art director to ensure new client work was on brand.

INVOLVEMENT

Kutztown University of Pennsylvania, Kutztown, PA

NCAA Division II Field Hockey Team | 2016 – 2020

- Committed 30+ hours per week to training, practice, meetings, film study, travel, and competitions while maintaining a full course load competing in the Pennsylvania State Athletic Conference (PSAC).

Student Athletic Advisory Committee (SAAC) Treasurer | 2017 – 2020

- Played an active leadership role, holding the responsibilities of assisting in the review of NCAA proposed legislation and representing the voice of the student-athletes in the NCAA governance structure.
- As treasurer— in charge of overseeing fundraising and financial planning within the committee, as well as administering sub-committee positions to organize community service and philanthropic events.

American Institute of Graphic Arts (AIGA) Member | 2017 – 2020

- Involved in the largest community of design advocates, where the overall mission is to bring designers together and help to create the vision for a collective future.

American Marketing Association (AMA) Member | 2019 – 2020

- Active member of organization, which provides ways for students to connect with the people and resources they need to be successful, while simultaneously striving to shape the voice of marketing around the world.

VOLUNTEER EXPERIENCE

Kutztown University of Pennsylvania, Kutztown, PA

Replace the Hate | 2019

- Designed three positive message pieces for a movement led by design educators to bring together community, renounce hate, and rejoice in diversity through creativity and art making. The designs were laser-cut into rubber, and then glued onto boards to be used as stamps for tee shirts, bags, and bandanas for students around the University's campus.

Designathon | 2018, 2019

- During a 24-hour event through the Kutztown University Communication Design department, students, faculty, and alumni design and produce pro-bono creative works for non-profit organizations around the Lehigh Valley area.

National Girls and Women in Sports Day | 2017 – 2020

- Acted as a mentor to younger girls in their beginning endeavors into the world of competitive sports. Worked to create a fun and active environment where young girls can feel worthy and empowered as female athletes.