

KHALIL M. BLOUNT

Graphic | Brand Designer

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SUMMARY

Multi-disciplinary Graphic Designer and Illustrator with a background in Psychology, specializing in visual identities and high-impact digital content. Adept at blending creative aesthetics with modern digital design to capture diverse audience attention. From integrated marketing campaigns and seasonal merchandise graphics to technical prepress production, I focus on building brand narratives that resonate across both digital and physical touchpoints.

EXPERIENCE

Morgan Printers, Inc. — Graphic Designer

March 2025 - Current

Greenville, NC

- Engineered print-ready brand identities, signage, stationery and marketing collateral, handling project lifecycles from initial conceptualization to final proofing.
- Verify technical specifications for client-delivered files, including color management (CMYK/Pantone), formatting, and resolution to meet production quality standards.

No Filter. Just Art. — Graphic & Digital Marketing Intern

July 2025 - January 2026

(Remote) Reno, NV

- Standardized a scalable visual system by expanding existing brand assets into a comprehensive library of sub marks, iconography and digital templates.
- Authored brand guidelines to ensure visual consistency across web development and social media platforms.
- Collaborated with the company founder to bridge the gap between creative vision and marketing goals for the startup.

1893 Brand Studio — Graphic Design Team Member

August 2024 - January 2025

Chapel Hill, NC

- Developed bespoke digital assets for Meta platforms, translating client objectives into high performing social media marketing.
- Executed print marketing materials that adhered to pre-established company branding guidelines for multiple agency clients.
- Partnered with cross functional teams (copywriting, strategy) to ensure creative deliverables aligned perfectly with client KPIs and campaign objectives.

B.G. Certified LLC — Creative Director

February 2021 - Current

Greenville, NC

- Spearheaded the visual identity and art direction for seasonal apparel capsules from initial Winter 2021 Launch.
- Developed high fidelity garment mock-ups and promotional materials to drive brand awareness and retail interest.
- Partially orchestrated brand operations including strategy and partner communication to maintain brand growth and presence.

Blount Creative Co. — Freelance Brand Designer & Illustrator

May 2020 - Current

Greenville, NC

- Scaled a design practice serving 200+ clients across three states, delivering custom visual identities, logos, and illustration work.
- Consulted for startups and small businesses to build professional brand foundations through identity and comprehensive marketing collateral.
- Managed the full project lifecycle for a high volume of client projects, balancing creative execution with business administration.

EDUCATION

The University of North Carolina at Chapel Hill — B.A. in Psychology, Minor in Studio Art | GPA: 3.473

August 2021 - December 2024

Chapel Hill, NC

Relevant Coursework: *Digital Photography, Drawing, Advanced Drawing, Visual and Graphic Narratives, General Psychology, Social Psychology, Digital Mental Health, Human Sensation & Perception*

Extracurriculars:

- Secretary, Social Media Designer — The Union of Black Men at UNC | 2023- 2025
- Head of Editorial Design — XPRESSIONS Fashion Magazine | 2023 - 2025

SKILLS

GENERAL

- **Brand Strategy:** *Visual Identity Systems, Brand Architecture, Brand Guidelines, Logo Design*
- **Marketing & Advertising:** *Social Media Content Creation (Meta/Tiktok), Digital Marketing, Art Direction,*
- **Corporate Communications:** *Presentation Design, Layout Design, Information Architecture, Stationery Design*

TECHNICAL

- **Adobe Creative Suite:** *Illustrator, InDesign, Photoshop, Lightroom, Acrobat, Camera Raw, Premiere Pro*
- **Microsoft Office Suite:** *Word, PowerPoint, Excel, Google Workspace: Docs, Slides, Sheets*

PRODUCTION

- **Prepress:** *Color Management, Large Format Signage, Packaging, Die-lines, Proofing, File Management*

EXTRA

- *Digital/Vector Illustration, DSLR Photography and Editing, Shortform Content Production & Editing, Photo and Video Post Production*