

# KHALIL M. BLOUNT

Junior Graphic & Brand Designer

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## SUMMARY

A junior level graphic and brand designer, with an academic background in human psychology and visual art. Specializing in visual identities captivating digital and printed content. Adept at creating aesthetically pleasing, effective designs that capture audience attention while maintaining true to brand values and identity. From logos and packaging to integrated marketing campaigns, merchandise graphics and technical prepress production, I bring a multidisciplinary approach that would be an asset to any team.

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## EXPERIENCE

### Morgan Printers, Inc. — Graphic Designer

March 2025 - June 2026

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.

### Raleigh Firebirds (TBL) — Graphic Design Intern

November 2025 - May 2026

Raleigh, NC

- Developed bespoke digital media assets for social media promotional efforts in partnership with team leadership and the multimedia department.
- Achieved a significant increase in social engagement, with my designed posts driving a 300-500% rise in likes and comments

### 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.

### Blount Creative Co. — Freelance Brand Designer & Illustrator

May 2024 - 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.

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## EDUCATION

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

2021 - 2024

Chapel Hill, NC

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## 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, Acrobat, Premiere Pro, After Effects, Figma, Affinity*
- **Microsoft Office Suite:** *Word, PowerPoint, Excel*
- **Google Workspace:** *Docs, Slides, Sheets, Calendar, Drive,*

### PRODUCTION

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

### EXTRA

- *Motion Graphics, Website Design, Digital/Vector Illustration, DSLR Photography and Editing, Short-form Content Production & Editing, Photo and Video Post Production*