

ISABELLA WILSON

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SUMMARY

Creative professional with over 6 years of experience specializing in graphic design and visual communication. Hands-on experience across print production, digital and social content, video graphics, and marketing collateral. I translate ideas and stakeholder goals into polished, on-brand designs by managing projects from concept through final delivery, using tools like Adobe Illustrator, InDesign, Photoshop, and Premiere Pro.

SKILLS

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro), Google Workspace, Microsoft Suite

Project Management: Cross-functional collaboration, organization, time management, attention to detail

Strategic Communication: Information delivery, facilitation, stakeholder engagement, active listening

EXPERIENCE

Freelance Graphic Designer

Jul 2020 - Present

- **Client Communication:** Managed end-to-end client relationships, maintaining open communication and smooth project workflows from concept to final delivery by defining requirements, presenting compelling concepts, and integrating feedback.
- **Print & Digital Production:** Applied strong typography, hierarchy, and layout principles to translate client proposals into clear, engaging, print-ready, and digital designs, including logos, posters, t-shirts, can koozies, brochures, flyers, and stationery cards.
- **Branding:** Developed and upheld a cohesive identity through defined visuals, aligned assets, and a distinct brand voice.

Junior Graphic Designer | Graphic Design Intern - Gipper

Jan 2026 - Jun 2026 | Aug 2025 - Dec 2025

- **User-Centered Design:** Interpreted client needs and translated them into 575+ customizable templates that improved audience engagement for the clients.
- **Cross-Functional Collaboration:** Collaborated closely with the art director, creative director, and program development team, regularly incorporating feedback to refine concepts and keep every design on-brand, polished, and user-friendly.
- **Project Management:** Managed multiple design requests simultaneously, ensuring timely delivery and consistent visual standards.

Athletic Communications Assistant - Michigan Tech Athletics

Dec 2023 - Apr 2025

- **Multi-Format Visual Storytelling:** Produced social media templates, posters, video board graphics, and promotional videos for Michigan Tech Athletics using Adobe Illustrator, Photoshop, InDesign, and Premiere Pro.
- **Brand Consistency:** Maintained alignment with Michigan Tech Athletics' style guide and brand standards to produce visually consistent content across different environments and social platforms.
- **Stakeholder Collaboration:** Directed the visual strategy within a cross-functional partnership, aligning designs with audience engagement goals.

Marketing & Communications Intern - Pierce Pepin Cooperative Services

May 2023 - Aug 2023

- **Public Relations:** Collaborated with a mentor to draft and edit press releases, ensuring clear, accurate, and professional messaging.
- **Social Media Management:** Created and scheduled engaging content via Hootsuite across multiple platforms to increase brand visibility and audience interaction.
- **Marketing Collateral:** Revitalized brochures and created new flyers, posters, and infographics using industry-standard design principles. Photographed and edited high-quality images for promotional use across digital and print platforms.

NOTABLE PROJECTS

- **2025 Tennis Poster:** Utilized Adobe Photoshop to create a dramatic poster featuring high-contrast player treatments and bold typography to showcase athlete personalities and elevate program visibility.
- **SwiftCurrent Connect Welcome Brochure:** Conceptualized and designed a welcome brochure using Adobe InDesign and Illustrator for an internet service provider, incorporating brand colors and relevant visuals while prioritizing a clear, engaging presentation of key information.

EDUCATION

Bachelor of Arts in Scientific and Technical Communication - 4.0 GPA

Sep 2021 - Apr 2025

Michigan Technological University

- Emphasis in Digital Rhetoric and Design
- Minors in Digital Media and Psychology
- Dean's List Honoree (eight-time recipient)
- Earned certificates of merit in Cognitive Task Analysis, Motivation and Emotion, and Psychology of Happiness courses.

ATHLETIC ACHIEVEMENTS

- College Sports Communicators 2023-24 Academic All-District Team
- Great Lakes Intercollegiate Athletic Conference (GLIAC) Women's Basketball Freshman of the Year (2022)
- First Team All-GLIAC (2023, 2024, 2025) and All-GLIAC Defensive Team (2023, 2025)