

TORI BARRETT

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HONORS AND ACTIVITIES

COLLEGE

Bearcats Digital Internship
Artistic/Creative director of UC Dhadak
Alpha Lambda Delta Honors Society
Adobe Certification Courses
UC Dhadak Competitive Dance Team
Dean's List All Semesters
Boys and Girls Club Volunteer

HIGH SCHOOL

National Society of High School Scholars
Distinguished Young Women of Ohio
National Title in Dance
National Art Honors Society (NAHS)
Art Club
Competitive Studio Dance
Varsity Cheerleading

SKILLS

ADOBE

Illustrator, Photoshop, InDesign,
After Effects, Premiere Pro,
Fresco, Figma, Procreate

MICROSOFT

Microsoft Word, PowerPoint, Publisher

EDUCATION

UNIVERSITY OF CINCINNATI Cincinnati, Ohio
College of Design, Architecture, Art, and Planning
Major Communication Design
Carl H. Lindner College of Business
Minor in Marketing
Class of 2022

OLENTANGY ORANGE HIGH SCHOOL Lewis Center, Ohio
Class of 2016

EXPERIENCE

MERTZ DESIGN STUDIO Blue Ash, Ohio
March 2025 – PRESENT

Mid-Senior Level Designer, Contracting

Led the creation of visually strategic brand identities, crafted dynamic motion graphics for social platforms, and delivered innovative, detail-driven packaging designs that blended function with strong narrative impact.

RUTTLE DESIGN GROUP Cincinnati, Ohio
May 2022 – March 2025

Designer, Full-Time

Crafted impactful brand identities, logos, and packaging, translating conceptual ideas into dynamic moodboards and animations. Enhanced social media presence, drove campaign strategies, and designed ads and websites, all while elevating brand visibility and consistency across diverse platforms.

FRONTGATE West Chester, Ohio
January – May 2021

Graphic Design Co-op, Full-Time

Collaborated closely with the VP of Design to develop Fall '22 color palettes, lead R&D presentations on trends in shapes, materials, details, and patterns, and conduct runway research. Contributed to product design, participated in brand meetings, and drew inspiration from antique documents.

GRAINWELL Covington, Kentucky
November – December 2020

Seasonal Graphic Designer, Full-Time

Curated custom designs through personalized collaboration with clients. Created modern home decor and customized statement pieces, using wood-centric materials.

MERITOR INC. Florence, Kentucky
August – January 2020

Graphic Design/ Customer Loyalty Co-op, Full-Time

Responsible for creating banners and updates on their e-commerce website. Designed the layout for their external newsletter as well as created monthly newsletters for internal use.

NPW/ VIVONA BRANDS Cincinnati, Ohio
January – May 2019

Graphic Design Co-op, Full-Time

Assisted in packaging design for various product lines, created Instagram posts and website banners for the Drinking Buddies brand, and hand-crafted mock-ups for vendors to showcase NPW's products on shelves.