

# NORAH PERRY

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Senior Designer

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## EXPERIENCES

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### Harley-Davidson | Senior Designer

2019–

A steward of the Harley-Davidson brand via consistent art direction and design execution from start to finish including digital, print and experiential; concepting ideas and campaigns based on a creative/product brief; photo directing, photo retouching and production; extensive style guide development; presenting work to creative team and stakeholders.

### Traction Factory | Graphic Designer

2017–2019

Design and art direction for new and existing clients; branding and identity development; digital and print advertising; packaging and label design; illustration; marketing kit development/product design; layout/catalogue design; web design; environmental graphic design.

### FBIZ Financial | Graphic Designer

2016–2017

Developed in-house branding, identity collateral and graphics for FBIZ Financial, First Business Bank and Alterra Bank; FBIZ Financial logo design and front-end web design; design lead and web presence for three events via print collateral, graphics, signage, email, copywriting.

### Zebradog | Design Assistant

2015–2016

Assisted in stages of design process via extensive research, design detailing and presentations; copywriting/proofreading; developed Request for Proposal's and project page layouts; office management.

## EDUCATION

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### Madison College | December 2016

AAA Graphic Design and Illustration

### Beloit College | May 2011

BA Studio Art and English / Art History

## HOBBIES

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Daily slow-running, beer-drinking, soccer-playing, dog-walking, family-time-bonding, house-decorating, food-eating, friend-seeing. OH, and designing, painting, writing, reading, thinking, \*existing\* (and a bit of Love Island-watching).