



# CAROL FAIRBANKS

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(713) 582-4272

## EDUCATION

### Texas A&M University

#### Bachelor of Science in Visualization

GPA: 3.654

August 2013 – May 2016

## SKILLS

### Design & Creative

- Branding, logo design, layout design, digital and print asset creation
- Typography, color systems, and visual identity development

### Software

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere
- Microsoft Office & Google Workspace

### Web

- WordPress, Joomla, Wix, Squarespace
- Basic HTML/CSS

### 3D & Visualization

- Autodesk Maya, 3ds Max, Autodesk Fusion
- Texturing, rendering, and post-production

### Personality

- Strong collaboration and communication skills
- Self-motivated, autonomous, adaptable, and detail-oriented

## EXPERIENCE

### INFINI Marketing | Senior Web & Graphic Designer

December 2021 – Present

- Led creative direction and provided design oversight for the internal design team, ensuring consistency and quality across all client deliverables
- Designed and developed websites with a focus on typography, color systems, and cohesive brand identity
- Created branding packages including logos, visual systems, and brand guidelines for new and existing clients
- Produced print and digital collateral such as business cards, brochures, presentations, and marketing assets

### Access Church | Administrative Assistant

December 2019 – December 2021

- Coordinated purchasing and logistics for church operations and events, including office supplies, materials, and catering
- Maintained and updated the church website, ensuring accurate and timely communication
- Designed graphics for sermon series, print materials, and church communications
- Managed communication with volunteers and congregation members to support event execution and day-to-day operation

### TILTPIXEL | Graphic Designer & 3D Artist

June 2017 - December 2019

- Designed marketing and promotional materials including email campaigns, proposals, flyers, signage, and portfolio pieces
- Assisted in 3D production workflows including modeling, texturing, lighting, rendering, and post-production for architectural visualization projects
- Supported compositing and visual refinement for retail and commercial spaces

### The Edge Group | Marketing Assistant & Graphic Designer

December 2016 - May 2017

- Created marketing collateral across multiple brands including email campaigns, social media graphics, web banners, brochures, and product advertisements
- Collaborated with leadership to develop strategies for social media growth and brand launches
- Contributed to campaign planning and execution for multiple clients

### Mars Hill Productions | Graphic Design Intern

January 2015 - May 2015

- Designed brochures, pamphlets, and digital content for recruitment and communication initiatives
- Redesigned and formatted key company documents for clarity and visual consistency
- Developed and managed email campaigns through Mailchimp with a focus on cross-platform compatibility

### West University Baptist Church | Communications Assistant

August 2012 - July 2013

- Designed weekly bulletins and announcement graphics for services
- Produced informational materials and booklets for church programs and events

### Self-Employed | Freelance Graphic Designer

August 2013 – Present (Part-Time)

- Designed logos, branding assets, and marketing materials for a variety of clients
- Created custom stationery, event materials, and apparel graphics
- Managed client relationships and project timelines independently

## PROJECTS

### Soft Robot for Non-Verbal Children with Autism

January - May 2016

- Collaborated on research and design of a soft robotic system to support speech development and social engagement in children with Autism Spectrum Disorder
- Designed and implemented all physical circuitry and wiring for the robot, ensuring functional integration between mechanical components and responsive inputs
- Contributed to concept development, design execution, and user-focused interaction strategy