

# Kandace Selnick

Riverside, CA, USA

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<http://KandaceSelnick.com>

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**I am a visual communicator in print and media design. With a keen sense of trends and cultural shifts, my goal is to create compelling visuals to move brands forward in a way not seen before. I am pursuing a career in brand management for advertising campaigns, while advancing the brand across multiple platforms.**

## EXPERIENCE

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**La Verne, CA, USA**  
Aug 2012 – Present

### University of La Verne

Graphic Designer

- Developed multiple quad-fold and tri-fold brochures for the University of La Verne's Master degree's and various programs, while following strict branding guides for brand management.
- Developed multiple school district posters for the University of La Verne's Master degree programs, targeting multicultural 25-35 year old students and educators looking to higher their knowledge and education.
- Developed marketing campaign for Career Services, targeting freshman through senior college students. This campaign includes a presentation folder, four-year plan checklist, and various forms geared toward each specific grade level. This material helps the student build a successful career path by their graduation.
- Re-designed the University of La Verne's mobile app including the app icon, menu icons, launch screen and menu background.

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**Chino, CA, USA**  
May 2012 – Mar 2013

### The Let it Be Foundation, Inc

Graphic Designer

- Created new campaign and various promotional material
  - Pins, stickers, T-shirts, fundraiser cards
- Created new brochure for the foundation (body copy provided by marketing team)
- Designed branding of Facebook page and graphic posts that would keep fans updated with current events.
- Updated the foundation's annual events for 2012
- Worked with the Let It Be "Kids 4 Kids" and Let It Be Clubs with fundraiser material and monthly newsletters
- Created new Constant Contact newsletter template and updated monthly

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**La Verne, CA, USA**  
Apr 2012 – Jun 2012

### University of La Verne

Marketing Assistant (Internship)

Research

- Identify and research emerging social media trends and how they might impact the University of La Verne's social media marketing initiatives.
- Work with the Director of Digital Marketing to identify and define changes to existing social media marketing goals, organization of content, and workflow process for authoring and publishing content.

Content Management & Graphic Design

- Create design solutions that address social media objectives, including design solutions that fit social

network platform customization restrictions.

- Work with the University Designer and Director of Digital Marketing to implement visual design concepts in social media applications.

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**Riverside, CA, USA**

Apr 2012 – Jul 2012

**Give BIG Riverside**

Freelance Designer

"Give BIG Riverside is being led by The Community Foundation, and over 20 nonprofit and community leaders. Give BIG Riverside is aligned with Seizing Our Destiny's strategic routes to create an innovative future for Riverside."

- Developed brand identity and art direction for advertising.

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**Riverside, CA, USA**

Feb 2011 – May 2012

**UCR ARTSblock**

Graphic Designer and Social Media Marketing

- Created flyers for upcoming events and exhibitions.  
(body copy provided by client)
- Created logo, newspaper ad, and poster for Culver Art House Cinema.  
(body copy provided by client)  
- Newspaper ad distributed in the Press-Enterprise and other local Riverside newspapers
- Updated and designed branding of Social Media (Facebook, Twitter, Foursquare, Google + , YouTube and Pinterest) that would keep the continuity between the UCR ARTSblock, Culver Center of the Arts, Sweeney Art Gallery, and California Museum of Photography pages.
- Marketing for Website and Social Media including Graphic Design, Direct Marketing, Picture of the Day, Weekly viral video, SEO, and Keyword Tagging
- Planning and developing campaign oriented projects for all Graphics, Collateral, and Video
- Social Media and web page banners for 2012 Love In Riverside (Riverside Downtown Partnership Event) website and Facebook, Twitter, Foursquare, Google + , YouTube pages
- Social Media and web page banners for 2012 Riverside International Film Festival website and Facebook, Twitter, Foursquare, Google + , YouTube pages

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**Riverside, CA, USA**

Jun 2010 – Apr 2012

**UCR ARTSblock**

Gallery Assistant and Sales Associate

"UCR ARTSblock is composed of UCR/California Museum of Photography, Sweeney Art Gallery, and the Culver Center for the Arts, a media lab and presentation facility"

UCR ARTSblock showcases a series of major artistic events, international/alternative films, public galleries, and cultural programs.

Daily Museum Operations

- Assisted an average of 30 customers with questions about the museum and directed them to where the exhibits were located within a 5 hr shift.
- Answered an average of 15 phone calls and answered general questions about the museum, photography, and cameras within a 5 hr shift.
- Box office attendant and retail sales.

Events (Gallery Receptions, Public Events/Concerts, and ArtsWalk)

- Assisted an average of 130 customers with questions about the artwork, facilities, and directed them to where the exhibits were located within a 4 hr shift.

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**Redlands, CA, USA**

Aug 2010 – Dec 2010

**Butter Up!**

Graphic Designer

Freelance

Logo Design and Corporate Identity

- Created logo for Butter Up! company that would stand out against competition.
- Created company branding and corporate identity that would attract adults and families who love to cook in a more convenient and effective way.
  - Created branding manual that describes the look and feel of the company and detailed information about the logo.
  - Created stationery and collateral design solutions.

## EDUCATION

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San Bernardino, CA,  
USA  
Jun 2009 – Dec 2012

**The Art Institute of California - Inland Empire**  
Bachelor Degree

## AWARDS

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2012

**American Advertising Federation (AAF) - ADDY Awards**  
Addy Award Winner - Back Alley Cat Vodka

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2012

**American Advertising Federation (AAF) - ADDY Awards**  
Addy Award Winner - Environmental Awareness Campaign

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2012

**American Advertising Federation (AAF) - ADDY Awards**  
Addy Award Winner - Architecture Photography

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2011

**American Advertising Federation (AAF) - ADDY Awards**  
Addy Award Winner - Scribble Scratch