



Liv Varney, an experienced visual designer based out of the sticks of NH. I come with a toolkit of skills including screen printing, digital and print marketing, apparel and clothing, publication, user experience, social media marketing and content creation for communications.

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 livvarney.com

Education

2009 - 2011

Colby-Sawyer College
New London, NH

Studied Graphic design and fine arts.

2011 - 2014

Montserrat College of Art
Beverly, MA

Received my Bachelors in Fine Arts in Graphic Design.

Creatively gravitated towards printmaking courses during my Montserrat journey. I also learned how to screenprint my own clothing and developed my own clothing project called **Young Fellow**.



Scan to visit
Young Fellow

Work Experience

11/2019 - Present

University of New Hampshire | Durham, NH
Visual Designer for UNH Marketing

Working closely with the creative director and marketing team building digital and print materials for many outlets of the university. These Marketing material are created for internal and alumni events that take place on the Durham campus or surrounding cities. I create assets for campus partners primarily in admissions, new student programs, alumni relations, and graduate school. The design needs also cater to advancement, undergraduate admissions, graduate school.

9/2018 - 7/2019

Mad*Pow | Portsmouth, NH
Visual Experience Designer

Working closely with the senior visual designer and project manager to build visual examples for a digital product using existing brand standards provided by the client. Communicating with the lead senior designer and project manager to maintain an organized and consistent workflow, implementing existing style guides and applying new design work to layouts for web based application. I made the suggested revisions to the creative based on client feedback while also helping maintain a tracker for each section of the project's progress from beginning to completion.

3/2016 - 6/2018

Puma North America | Boston, MA
Junior Designer

Working at Puma was pretty sweet. I got to work with the Internal Creative Services department to design materials for retail displays. The retail displays consisted of artwork created for specific campaigns focused primarily around footwear with or without a brand ambassador as its representation. The designs were displayed at Dick's Sporting Goods, Champs, and Puma's American and Canadian outlet locations. There were also digital components that were made to match the printed materials per retailer to create consistency with Puma's branding email headers, landing page headers, banner ads.

Software Skills

Adobe Programs: Illustrator, InDesign, Firefly AI, Photoshop

Microsoft: Word, Powerpoint, Teams,

Sharepoint File / Project Management: Box Storage, MS Teams, OneDrive, Trello, Wrike

Product Prototyping: Invision, Photoshop Mockups, Currently learning Figma