

Andrew Carroll

GRAPHIC DESIGNER

484-269-4445 | AndrewCarrollDesign@gmail.com

PROFILE

Pennsylvania-based graphic designer with 15+ years of experience in logo and visual identity design, illustration, and print production for nonprofits and mission-driven brands. I turn clear briefs into distinct concepts, build the chosen direction into a cohesive identity system, and deliver clean, print-ready files. My print knowledge comes from hands-on work as a digital press operator. I enjoy collaborating with teams, refining concepts through feedback, and delivering on agreed timelines.

SELECTED IDENTITY & PRINT PROJECTS

- **The Road (author Marcos Torres)** - Cover, illustration & book layout. Designed the cover, more than 20 custom vector illustrations, and the complete interior layout of a 288-page, 30+ chapter Bible study guide.
- **Deliberate Life Custom Sandals** - Logo & visual identity. Refreshed the brand of a maker of handcrafted, custom-fit minimalist sandals, moving from concept sketches and stylescapes to logo variations. The final intertwined mark is inspired by huarache lashing, supported by a palette and type system.
- **Throne Composting Toilets** - Visual identity & brand guide. Refreshed an existing brand with a more readable icon and a warm, earthy palette. Delivered a full guide covering typography, logo variations, custom icons, graphic elements, and social media layouts.
- **I Will Go Infographic (Adventist Mission)** - Illustration & print design. Fit a global strategic plan with dozens of objectives and indicators into a large, foldable Z-card brochure, with an illustrated airport on one side and a luggage-carousel pie chart and sticker-style illustrations on the other.
- **Logo design** - 15+ years of visual identity: Overland Trailer, Hidden Half Media, Collective Voices, Chaparro Counselling, Mighty Vent, New Creation Media, Living Room Nashville, and more.

EDUCATION

Bachelor of Fine Arts
Communication Design
Kutztown University ‘09

SKILLS

Professional

- Creative Leadership
- Client Relationship Management
- Project Coordination
- Team Collaboration
- Clear Communication
- Problem-Solving

Technical

- Logo Design/Branding
- Illustration
- Custom Lettering
- Print Production
- Photo Editing
- Video/Audio Editing

EXPERIENCE

Freelance Graphic Designer · 42 Design Co. · 2015 – Present

- Serving 80+ clients in logo and brand identity, print and digital marketing, web design, and illustration, focusing on nonprofits and mission-driven businesses.
- Managed client relationships and project timelines, refining concepts through feedback.
- Collaborated with social media manager Marae Hoover to translate content strategy into branded graphics and promotional assets for client campaigns.

Technical Director · Abide Network · Sept 2022 – Present

- Oversee website development, maintenance, and digital systems supporting the organization's ministry and outreach.
- Coordinate technical production for webinars, video content, and online educational programs.
- Manage digital tools for email communications, event registration, and fundraising, connecting audiences with resources and opportunities to engage.

Digital Ministry & Community Support · One Accord: The Guild

- Supported a faith-based online community serving gamers and creatives through digital ministry coordination and engagement.
- Collaborated with leadership on website design, social media campaigns, event webpages, and promotional materials.
- Supported leadership planning through meeting documentation, action-item tracking, and coordination with team members.

Creative Director · The Dirthob Project · Oct 2021

- Directed the artistic vision and asset creation for pitch decks, illustrated character designs, and gave feedback to junior artists on an international team of 40+.

Media Manager · Adventist City Ministries · 2015 – Present

- Pro-bono branding, web, and print design initiatives for non-profit.

Digital Press Operator · Kutztown Pub. Inc. and Tursack Inc.
Sept 2009 – Dec 2010; Oct 2011 – Apr 2012

- Operated large-format digital color presses, handled pre-press tasks, and finished jobs (folding, stapling, packing).

Designer / Community Advocate · Simplicity Outreach · 2012 – 2015

- Created branding, website, video content, and collateral for a faith-based community center.

SOFTWARE

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat
- Affinity/Canva
- Procreate/ArtstudioPro
- WordPress/Wix/Carrd
- Blender 3D Suite

INTERESTS

- Guitar/Songwriting
- Music Production
- Volunteering
- Podcasting
- 3D Modeling & Character Design
- Digital Illustration
- Theology & Biblical Studies
- Teaching & Mentoring
- Community Building

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