

IZZY PINSON

Art Director

izzypinson.com

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980 259 0949

EDUCATION

VCU Brandcenter, 2026

M.S Business & Branding / Art Direction

Appalachian State, 2019-2023

B.A Psychology / Studio Art / Departmental Honors / 3.94

Lorenzo de' Medici Institute, 2022

Fine Arts / Florence, Italy

EXPERIENCE

Art Direction Intern / Summer 2025

Words from the Woods / Portland, Maine

- Partnered with a copywriter to concept + build campaigns across multiple clients
- Brought ideas to life through visual design, from early concepts to final deliverables
- Presented a campaign idea directly to a client during a pitch

Logo Designer / 2021 - Present

The Student-Made Store

- Designed the overarching visual identity for The Student-Made store
- Create and maintain brand logos for campus organizations
- Develop additional graphic design assets as needed

Barista | 2020-2024

- Got used to talking to anyone, anytime
- Made fun latte art
- Became *that* friend who asks what roast you're using

SKILLS

Adobe Creative Suite
Illustration
Branding / Package Design
Motion / Animation
Video Editing
Figma
Procreate

PASSIONS

My extensive fruit bowl collection
Starting new hobbies (frequently)
Matching outfits with my cat
Verry Berry Cheerios
Thrifting pieces from decades I missed

