

# AYANNA COY

## Visual Communication Designer

Portfolio: [misartocreations.com](https://misartocreations.com)

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### PROFESSIONAL SUMMARY

Strategic Visual Communication Designer with a focus on branding and digital media. I transform complex concepts into accessible, user-centered visual stories that drive engagement and enhance instructional clarity across multiple platforms.

### WORK EXPERIENCE

#### Misarto Creations, Tallahassee, FL – Freelance Visual Communication Designer Feb 2024 – Present

- Utilized tools such as Adobe Creative Suite and Canva to produce high-quality visual content efficiently
- Collaborated with 15+ clients to develop cohesive brand identities, including logos, color palettes, and typography systems aligned with business goals.
- Designed and delivered 50+ promotional assets (flyers, social media graphics, event banners) that increased event attendance and audience engagement

#### Florida Geographic Alliance, Tallahassee, FL – Internship Student Graphic Designer/Researcher at Florida State University Mar 2023 – Present

- Designed and produced 40+ educational resources (infographics, lesson visuals, classroom materials) aligned with K–12 curriculum standards to support teacher instruction
- Managed and updated Florida Geographic Alliance webpages, improving site navigation, accessibility, and user engagement for educators statewide
- Planned and executed 5+ professional development workshops for K–12 teachers, reaching 100+ participants and enhancing instructional strategies through interactive design materials

### EDUCATION

**Florida State University, Tallahassee, FL**  
**August 2024 – Present**  
Masters of Science: Professional Communication

**College of Central Florida, Ocala, FL**  
**June 2019 – May 2021**  
Associates In Arts (Dual Enrolled Student)  
Magna Cum Laude

**Florida A&M University, Tallahassee, FL**  
**August 2021 – May 2024**  
Bachelors of Science: Graphic Design  
Summa Cum Laude

**West Port High School, Ocala, FL**  
**August 2017 – May 2021**  
High School Degree  
Summa Cum Laude

### KEY SKILLS

- **Software:** Adobe Photoshop, Adobe Illustrators, Canva, Microsoft Word, Microsoft Powerpoint, Google Docs, Google Slides
- **Web/Marketing:** MailChimp, Wix Studios, Figma, Social Media (Tiktok, Instagram, Twitter)
- **Design:** Branding, Typography, Color Theory, Visual Research

### AWARDS & CERTIFICATIONS

- **2024:** Florida American Advertising Federation Gold and Silver Student Award Winner, FAMU Graphics Design Competition Winner, Senior of the Year: Gertrude Simmons Award Excellence in Design
- **2023:** Florida Print Award Winner, FAMU Dean's List Student
- **2018:** Adobe Premiere Pro Certification