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aprilmillerdesign.com

EXPERTISE

- **Branding & Identity:**
Visual Storytelling, Brand Implementation, Content Strategy
- **Social Media Marketing**
- **Communication:**
Written and Verbal
- **Motion Graphics/Animation**
- **Graphic Design:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Layout Design, Typography
- **Video & Photography:** Video Production, Photo Editing, Video Editing Software (Premiere Pro, Final Cut Pro)
- **Web Design & Management:** Drupal, HTML/CSS, Figma
- **Project Management:** Print & Digital Production, Vendor Relations, Deadline Management

APRIL MILLER

Accomplished Senior Graphic Designer with 10+ years of experience specializing in data visualization, economic insights, and information design within commercial and residential real estate sectors. Adept at translating complex economic data into engaging, interactive, and user-friendly visual narratives that empower decision-making. Proficient in designing impactful infographics, dashboards, and data-driven presentations that align with brand standards and storytelling best practices. Strong background in real estate marketing, research communication, and cross-functional collaboration. Passionate about making data accessible, engaging, and visually compelling.

CORE COMPETENCIES

- Branding & Real Estate Marketing
- Information Design & Interactive Dashboards
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Canva)
- Data Visualization & Economic Storytelling
- Video Production
- Cross-Functional Collaboration & Stakeholder Engagement
- Report Design & Executive Presentations
- Complex Data Simplification & Storytelling
- Real Estate Market Analysis & Research Communication

WORK EXPERIENCE

MAY '21 – CURRENT

SENIOR GRAPHIC DESIGNER | CARR PROPERTIES

WASHINGTON, DC

- Created digital and print assets that effectively communicated real estate market trends and research findings to diverse audiences.
- Designed eye-catching graphics for barricades and temporary walls at iconic commercial buildings in Boston, MA, and Austin, TX, enhancing brand visibility during construction and renovation projects.
- Managed campaign assets, including updating creative visuals, ad copy, and promotional materials to maintain engagement and freshness.
- Created event branding materials, including: banners, tabletop signage, and directional signage to ensure a cohesive visual identity for corporate events.
- Maintained an organized digital media library to streamline content access.
- Led a rebranding initiative, developed an updated logo, color palette, and branding elements while systematically implementing the updated identity across all existing materials.
- Handled daily design needs for both print and digital projects, including: ad's, signage, presentations, logos, one-pagers, social media, e-blasts and brochures.

TECHNICAL SKILLS

- All Social Media Platforms
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere
- Adobe Dreamweaver
- HTML/CSS/CMS (Drupal)
- Wordpress
- Microsoft Office Suite
- Canva
- Figma
- Zoom
- Slack
- Monday.com
- Microsoft Teams

EDUCATION

BFA in Graphic Design

Virginia Commonwealth University

GPA: 3.6

2003–2007

WORK EXPERIENCE (CONTINUED)

DEC '24 – FEB '24

PASADENA, MD

SENIOR GRAPHIC DESIGNER | STANLEY MARTIN HOMES

- Designed large-scale billboard advertisements for residential developments, ensuring high visibility and brand consistency.
- Developed comprehensive signage packages for housing communities, including wayfinding, leasing banners, and property identification signage.
- Edited promotional videos for residential real estate marketing campaigns, highlighting property features and community amenities.
- Created engaging social media content for real estate firms, including property showcases, industry insights, and digital ads.
- Designed print and digital materials for open houses, brochures, and direct mail marketing.

JULY '24 – SEPT '24

COLLEGE PARK, MD

SENIOR GRAPHIC DESIGNER | UNIVERSITY OF MARYLAND

- Created print-ready designs, managed print production workflows, and ensured high-quality results for promotional materials such as postcards and event collateral.
- Understanding of the unique branding needs within an academic setting and experience adhering to University style guides and visual identity standards.
- Proven ability to work closely with stakeholders, faculty, and staff to develop and refine design concepts that meet both aesthetic and strategic objectives.

DEC '22 – MAR '24

WASHINGTON, DC

SENIOR GRAPHIC DESIGNER | PROSPERITY NOW

- Designed assets for multi-channel deployment, including social media, digital ads, banners, and promotional graphics, ensuring maximum reach and impact.
- Gathered, prepared, and presented conceptual ideas to stakeholders, ensuring they align with brand identity and project objectives; acted as a thought partner throughout the full life cycle of design projects.
- Created all branded elements for Prosperity Summit (a national conference), ensuring visual cohesion across digital, print, and environmental applications.
- Coordinated with event organizers, vendors, and fabricators to ensure seamless installation of conference signage.
- Developed scalable design templates for directional signage, exhibitor booths, and interactive displays to maintain visual consistency.
- Managed multiple projects simultaneously in a fast-paced environment, meeting deadlines while maintaining high-quality standards.
- Worked with the Media Relations team to execute an integrated plan to strategically leverage Prosperity Now's work products and subject matter experts to heighten the organization's visibility.
- Conducted research on emerging data visualization trends, incorporating innovative design techniques to enhance user comprehension.

HOBBIES & INTERESTS

- Travel
- Photography
- Hiking
- Meditation
- Painting
- Screen Printing
- Gardening

SOCIAL



linkedin.com/in/millerapa



facebook.com/millerapa



instagram.com/april.miller215/

WORK EXPERIENCE (CONTINUED)

MAR '20 - NOV '22

WASHINGTON, DC

FREELANCE DESIGNER | APRIL MILLER DESIGN, LLC

- Created high-quality multimedia content, ensuring alignment with brand identity.
- Developed engaging animations and video content to enhance digital marketing efforts.
- Contributed to brainstorming sessions, providing creative input and feedback to refine design concepts.
- Proven ability to be a self-starter with strong project management and creative problem-solving skills.

FEB '17 - JULY '20

WASHINGTON, DC

ART DIRECTOR | ASURFACE

- Developed and executed visual strategies for comprehensive campaigns across print, digital, and multimedia platforms, consistently improving brand recognition and audience engagement.
- Coordinated with cross-functional departments to ensure cohesive messaging, alignment with business goals, and on-time project delivery.
- Oversaw multiple design projects simultaneously, managing timelines, resource allocation, and stakeholder expectations while maintaining high standards of quality and creativity.
- Implemented brand guidelines and visual storytelling techniques, ensuring consistency across all deliverables and tailoring designs for diverse audiences.
- Presented creative concepts and pitches to senior leadership and clients, effectively communicating design rationale, timelines, and expected outcomes.

OCT '11 - FEB '17

PHILADELPHIA, PA

GRAPHIC DESIGN LEAD - MID-ATLANTIC REGION | STANTEC

- Collaborated with marketing and design teams to create impactful materials that support business development, client presentations, and architectural proposals.
- Led the design and execution of signage and wayfinding projects, for the Higher Education sector, ensuring adherence to architectural scales and industry standards.
- Designed brochures, social media graphics, web assets, and presentations to support marketing initiatives and architectural projects.
- Led a comprehensive re-branding project for Stantec, developing a new logo, color palette, and typography standards to establish a modernized and cohesive brand identity.
- Worked closely with architects and urban designers to translate technical information into visually compelling reports and presentations.
- Collaborated with top marketing colleagues, architectural principals, engineers & interior designers to develop and refine visual storytelling elements for experiential graphics.
- Developed conference booth graphics, including backdrop, pull-up banners, and brochures to create a cohesive and engaging event presence.