

Payton O'Brien

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[LinkedIn](#)

[Portfolio](#)

Education

August 2020-December 2023

University of Colorado Boulder

GPA: 3.734

College of media, communication, and information

B.S. Media Design

Double Minors: Business | Creative Technology & Design

Relevant Coursework

Software and Design Applications

Visual Design

Media Portfolio II

Design Foundations

Digital Art

Designing Interactions

Story Design

Computational Foundations

Principles of Marketing

Principles of Management

Strategic Writing

Technical Skills

Adobe Creative Cloud Suite

Procreate App

Facebook Ad Manager

Marq

Microsoft Suite

Instagram

TikTok

Personal Interests

Graphic Design

Drawing

Painting

Snowboarding

Outdoors

Music

Leadership Experience

September 2021-Present

CU Boulder Freeride, Creative Director

- Lead designer of membership T-shirts, event posters, stickers, & club merchandise for the largest college ski & snowboard club in the nation
- Required qualities for the role:
 - Collaborative, creative, detail-oriented, deadline-driven, reliable, & criticism-tolerant
- Director responsibilities include:
 - Marketing & promoting the club to on and off-campus students
 - Planning special events, coordinating monthly trip logistics to include housing, meals, and transportation for students
 - Making informed and influential decisions to drive club growth
 - Building and fostering strong team collaboration
 - Developing merchandise designs
 - Most importantly, making sure members have fun & feel included

Experience

June 2023-Present

Marketing & Post Production Intern - Level One Productions

- Catalog, organize, and sort content, curate TikToks and assist in both paid and organic content creation, event planning, and sponsorships
- Utilize Adobe creative cloud suite to create posters and edit video content

January 2023-Present

Graphic Design Intern - Leeds School of Business

- Work & communicate with senior graphic designers & stakeholders to assist in the development & maintenance of Leeds collateral & marketing material
- Create design mockups using Adobe AfterEffects for digital display boards in the Leeds building

December 2022-April 2023

Intern - Shane McConkey Foundation

- Consult & communicate directly with foundation founder Sherry McConkey around:
 - Web design & social media strategy
 - Event planning and advertising
 - Creation & creative control of posters for the Pain McShlonkey & International Snowblade Day events

January 2017-Present

Commissioned Artist

- Hired by customers to do a variety of work, including digital art, paintings, clothing, & custom shoes
- Attended to customers' needs while cultivating unique, personalized work
- Must be able to meet deadlines & work well under pressure