

# Zoey Morris

Websites: [zoeymorrisdesign.com](http://zoeymorrisdesign.com) | <https://www.linkedin.com/in/zoeymorris/>

Contact: [zoeygmorris@gmail.com](mailto:zoeygmorris@gmail.com) | +1 (252) 732-4164

## EDUCATION

---

### University of North Carolina at Chapel Hill

B.A. Media and Journalism | Hussman School of Journalism and Media | Honors College

## RELEVANT EXPERIENCE

---

### 1893 Brand Studio

Chapel Hill, NC

*Design Team Member*

January 2025 - Current

- Design brand guides, logos, social media content, and campaign decks for clients across industries, including restaurants, coffee shops, and AI start-ups.
- Ensure visual consistency by closely adhering to brand guidelines and maintaining a strong attention to detail in all deliverables.
- Collaborate with strategists and account executives to translate client goals into effective, on-brand visuals for print and digital platforms.

### The Daily Tar Heel

Chapel Hill, NC

*Design Desk Staffer*

August 2024 - Current

- Designs editorial graphics and print layouts for the DTH's weekly newspaper, reaching an audience of over 50,000 readers across print and digital platforms.
- Collaborates with editors and reporters to create visuals that complement storytelling and engage the UNC, Chapel Hill, and research triangle communities.
- Attends biweekly design workshops focused on strengthening technical skills, visual storytelling, and creative problem-solving.

### UNC Men's Ice Hockey

Chapel Hill, NC

*Graphic Designer*

August 2024 - February 2025

- Designed promotional graphics, player spotlights, and real-time game updates to boost social media engagement and team visibility.
- Developed a regular season branding guide in collaboration with the media team.
- Created cohesive digital branding to establish a professional and consistent team identity.

### Jacksonville Ospreys Baseball Team

Jacksonville, NC

*Social Media and Marketing Intern*

May 2024 - August 2024

- Served as the primary point person for social media posts and promotions, managing content across Instagram and Facebook.
- Led rebranding efforts and created promotional graphics in Canva, contributing to a jump in Instagram followers from 100 to over 1,000 and Facebook growth from 500 to 5,000+ in one summer.
- Collaborated with owners and marketing staff to establish brand identity and campaign goals; captured and edited action photos at games to drive fan engagement.

### Core Sound Waterfowl Museum and Heritage Center

Harkers Island, NC

*Oral History Transcriber; Summer Intern*

May 2023 - August 2023

- Transcribed oral history interviews accurately and efficiently.
- Conducted background research to contextualize oral history narratives and ensure accuracy.

## RELEVANT SKILLS

---

- Proficient in Adobe Illustrator, Photoshop, Premiere, and InDesign
- HTML, CSS, & JavaScript coding
- Proficient in Figma
- Proficient in DSLR and mirrorless camera operation, including manual settings for exposure, focus, and composition.