

SANTOS FOWLER

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EDUCATION

Drexel University
B.A. Graphic Design 2012-2016
GPA : 3.82

Parsons The New School For Design
Pre-College Academy
Spring 2012

COMPUTER SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML / CSS

COURSEWORK

Computer Imaging I & II
Visual Communications I, II, & III
Typography I & II
Production
Web Design I & II

AWARDS AND SCHOLARSHIPS

Society Of Publication Designers
2014 Merit Winner

Drexel University Dean's List
Fall 2012 - Present

Phi Eta Sigma National Honor Society

Drexel University Dean's Scholarship

ACTIVITIES

Drexel University & UPenn Founder's Club
September 2013 - Present
Joint entrepreneur club between Drexel University
and The University of Pennsylvania
Undergraduates and MBAs.

WORK EXPERIENCE

Ambrosia Cocktails
Freelance Graphic Design
Atlanta, Georgia
June 2014 - Present

- Designing brand / logo identity, packaging, and promotional material for Moscai cocktail line.

Generator Tech
Freelance Graphic Design
Philadelphia, Pennsylvania
July 2014 - Present

- Designing pixel perfect UI and UX wireframes for mobile app on iOS devices.

Colors + Shades Clothing Company
Co-Founder / Creative Director
Philadelphia, Pennsylvania
July 2013 - Present

- Overseeing art direction for lookbooks, clothing design, accessories, social media content, and website.
- Procured accounts with notable online retailers including Fancy.com and Karmaloop.com.
- Organize press releases to acquire promotions from magazines and blogs.

FAAASHION Clothing Company
Marketing Intern
Manalapan, New Jersey
March 2012 - August 2013

- Authored press releases and e-mailed various blogs to achieve a greater sense of brand recognition and optimize web presence and SEO.
- Generated brand support from celebrities including T.I., Rihanna, Andrew Jenks and Andrew Schultz along with others.
- Created marketing schemes for various social media sites.

Generator Tech Media Factory
Graphic Design Intern
New York, New York
June 2011 - August 2011

- Designed marketing decks to explain how to use different social networking sites.
- Designed stylized icons of common computer and website related items for branding.
- Retouched photos for Donna Karan New York "Be Delicious" and "Cashmere Mist" fragrances for women and "Be Delicious" aftershave for men.