

Kiera Adens

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EDUCATION

Radford University, Radford, VA

May 2024

Bachelor of Fine Arts in **Visual and Performing Arts**; Concentration in **Graphic Design**

Dean's List Recipient: Fall 20-Fall 23

Highlander Distinction Scholarship Recipient

GPA 3.99/4.00

Old Dominion University, Norfolk, VA

May 2026

Master of Arts in **Lifespan and Digital Communication**; Concentration in **Strategic Communication**

WORK EXPERIENCE

The First Gen Center, Radford, VA

September 2021 – May 2024

Center Specialist

- Created promotional print media flyers, posters, and buttons using Illustrator, Photoshop, and Canva
- Developed a promotional website using Adobe Experience Manager
- Gathered and analyzed data of foot traffic and engagement
- Worked efficiently and effectively to meet project deadlines while maintaining quality standards
- Conceptualized and designed engaging bulletin board displays to effectively communicate key messages and enhance visual appeal
- Represented the center at open house events, effectively communicating its mission and services to attendees
- Engaged with visitors in a professional and enthusiastic manner, answering questions and addressing concerns to provide accurate information
- Actively participated in networking opportunities, forging connections with faculty and students

Lifespan & Digital Communication Program, Norfolk, VA

August 2024 – Present

Graduate Program Assistant

- Work directly under the supervision of the program director
- Created promotional print and digital media flyers, and posters using Illustrator, Photoshop, and Canva
- Created custom designs for swag items, including mugs and tumblers
- Contributed to establishing and growing the program's social media presence to increase engagement and visibility
- Assisted in organizing and hosting panels and promotional events

- Collaborated in strategic planning and discussions to develop and implement project goals and initiatives
- Consistently met project deadlines while ensuring high-quality results through efficient and effective work
- Engaged in networking opportunities, building strong connections with faculty and peers

LEADERSHIP AND ENGAGEMENT

Sister2Sister, Radford University

September 2022 – April 2023

Mentee

- Engaged in open and honest communication with my mentor gaining interpersonal skills.
- Collaborated with my mentor to set and work towards achievable goals, fostering accountability and motivation in my journey towards self-improvement.
- Demonstrated a willingness to learn and grow through self-reflection and introspection, applying insights gained from mentoring sessions to enhance my skills and mindset.
- Developed strong interpersonal skills and built a supportive relationship with my mentor, fostering mutual respect and trust in our mentoring partnership.

SKILLS

Technical Skills: Adobe Creative Cloud Suite, Adobe Experience Manager, Canva

Soft Skills: Adaptability, Collaboration, Detail-Oriented, Active Listening, Flexibility, Communication

Certifications: Microsoft Specialist (MOS)

AWARDS

2 Silver Awards for Packaging Design, American Advertising Awards AAF Roanoke, 2024

2 Silver Awards for Packaging Design, Student Graphic Design Show, Radford University, 2023

Silver Award for Advertising Design, Student Graphic Design Show, Radford University, 2022

Silver Award for Publication Design, Student Graphic Design Show, Radford University, 2021