



CARRIE VORIS

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 carrievoris.com

CORE SKILLS

- Brand + content execution across sales decks, campaign assets, organic social, blogs, and web
- Visual, interface, and usability design; strong eye for brand quality and consistency
- Cross-functional collaboration and stakeholder facilitation; translate business needs into clear outputs
- Creative direction and critique: improve clarity, consistency, and effectiveness across assets
- Education-forward, behavior-change messaging (learning design mindset)

TOOLS

Canva (advanced) • Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects) • Google Workspace • Microsoft Office Website builders/CMS tools

INTERESTS



GARDENING



TRAVEL



DIVING



PHOTOGRAPHY



LEARNING DUTCH



VOLUNTEERING

EDUCATION

**B.A. COMMUNICATIONS
W/ ENVIRONMENTAL STUDIES CONCENTRATION**
University of Michigan, Ann Arbor
1995

HORTICULTURE CERTIFICATE
University of California - Los Angeles
In Progress

EXPERIENCE

CV MARKETING & DESIGN

Freelance · Consulting / 2002-present

Brand + content execution for organizations across the U.S., delivering end-to-end assets across campaigns, websites, and sales/communications collateral.

- Own content creation from concept copy/visual design production, translating stakeholder input into clear, on-brand deliverables.
- Produce B2B-style materials including sales decks, one-pagers, email campaigns, social assets, event collateral, and fundraising/annual giving kits.
- Build and maintain brand identity systems (logos, visual guidelines, templates) to ensure consistency across teams and channels.
- Create digital outreach assets across email + social, and develop campaign toolkits that can be reused and iterated quickly.

Clients: Debbie Allen Dance Academy; Church of Our Saviour; California School of the Arts-SGV; PRISM Restorative Justice; Pasadena Civic Ballet Company; Dance Resource Center; and others.

TWO BIRDIES WORKSHOP

Co-founder · Artist / 2013-present

Hands-on creative operator: brand, product, and multi-channel promotion.

- Develop brand-aligned creative across product lines; translate customer inputs into production-ready designs.
- Drive promotion across channels (social + community), maintaining consistent look/feel and messaging.
- Own operations: customer experience, production workflow, vendor coordination, and bookkeeping.
- Conduct ongoing market research to keep offerings relevant and differentiated.

SACRED GARDEN (COMMUNITY GARDEN)

Church of Our Saviour — Program Lead / Manager / Apr 2020-Present

Secured a small grant to fund education materials and startup costs for a community garden + composting site.

- Launched and run a composting program diverting ~100 lbs/month of green waste from the community waste stream.
- Built the program end-to-end: volunteer workflow, drop-off process, signage, education, and ongoing operations.

DIGITAL THINK INC.

Creative Strategist (B2B e-learning) / 1999-2002

- Led client workshops and facilitated stakeholders through a structured creative process aligned to business goals, budget, and timelines.
- Translated complex requirements into interactive instructional solutions with strong usability and clear information design.
- Provided art direction and conducted usability audits to improve quality, consistency, and effectiveness.
- Supported and trained production teams across San Francisco and London.

Clients: Created and produced solutions at DigitalThink for various clients including Charles Schwab, KPMG, Hewlett Packard, 3Com, SupplyBase, Adobe, Aspect Circuit City, Palm and Intuit.