

ZOEBOTES.COM
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ZOE BOTES

ILLUSTRATOR | DESIGNER | VIDEOGRAPHER

EDUCATION

BFA IN ILLUSTRATION, MILWAUKEE INSTITUTE OF ART & DESIGN
MINORS IN GRAPHIC DESIGN & ANIMATION (DIGITAL MEDIA PRODUCTION)
2020-2024 (HIGH HONORS)

SEMESTER ABROAD, IED ISTITUTO EUROPEO DI DESIGN, MILAN ITALY
2023-2023

EXPERIENCE

VIDEOGRAPHER/GRAPHIC DESIGNER, **RHYME**
JUNE 2025-PRESENT

CREATES VISUAL CONTENT AS A VIDEOGRAPHER, GRAPHIC DESIGNER, AND ANIMATOR. PRODUCES AD CAMPAIGNS, SOCIAL MEDIA CONTENT, AND DEVELOPS ANIMATED ASSETS FOR MARKETING MATERIALS ALIGNED WITH THE BRAND GUIDELINES. CREATED AND DESIGNED THE FIRST CHARACTER MASCOT FOR THE BRAND.

TECHNICAL CONTENT DESIGNER, **ULINE**
MAY 2024-JUNE 2025

CREATED PACKAGING ARTWORK THAT MET TIGHT DEADLINES AND ADHERED TO ULINE'S HIGH-QUALITY STANDARDS. WORKED WITH DOMESTIC AND INTERNATIONAL VENDORS ON PRINT GUIDELINES, EXPECTATIONS, AND DUE DATES. ANIMATED ADS, EMAILS AND WEB BANNERS FOR INTERNAL AND EXTERNAL MARKETING NEEDS UNDER TIGHT DEADLINES.

FREELANCER, **ZOE BOTES**
JANUARY 2018-PRESENT

DEVELOPED BRAND PACKAGES, CHILDREN'S ILLUSTRATIONS, AND MARKETING ASSETS FOR SMALL BUSINESSES AND AUTHORS. DELIVERS CREATIVE SOLUTIONS THAT ELEVATED CLIENT MESSAGING.

INTERNSHIPS:
GRAPHIC DESIGN INTERN, **UPG** 2024

DESIGNED COMPLETE BRANDING PACKAGE INCLUDING UX/UI.

INTERN, **MILWAUKEE ARTIST RESOURCE NETWORK** 2023-2024

COLLABORATED WITH ARTISTS, ART DIRECTORS & OTHER CREATIVES TO CURATE GALLERY SHOWS. ANIMATED ADS FOR ARTIST SPOTLIGHTS.

WHAT I'M GOOD AT

ADOBE CREATIVE CLOUD	VIDEO EDITING	PHOTOGRAPHY
PROCREATE	ANIMATION	UX/UI
CINEMA 4D	TYPOGRAPHY	MOTION GRAPHICS
DIGITAL MARKETING	BRANDING	CAMPAIGN DESIGN

WORTH MENTIONING

ICON CONFERENCE MOTION COMMOTION ANIMATION AWARD, 2024
PATRON'S PREVIEW MANITO ART LEAGUE AWARD, 2020-2022
RUTHERFORD/RAEDEKE AWARD, 2022
MANITO ART LEAGUE ART AWARD, 2021
THE POLLY H. ULLRICH AWARD, 2020