

CHARLIZE MCCARTER

Graphic Design & Creative Strategy

CONTACT

✉ charlimccarter@me.com

☎ (949) 981-1215

- Scottsdale AZ
- [Linked In Profile](#)

EDUCATION

University of Miami

B.F.A. Graphic Design & Photography

Minors: Art History &

Creative Writing

• GPA: 3.82 / 4.0

• Provost's Honor Roll

Phoenix Country Day School

Graduated June 2022

CORE SKILLS

- Creative thinker, problem solver
- Award-winning artist
- Skilled in Graphic & AI Design
- Strong written and verbal communication
- Leadership & Organizational Skills
- Adobe Creative Suite
- Freepik/Midjourney/VEO3

COMMUNITY

- Volunteer, BeyondType1 — support for newly diagnosed Type 1 diabetics

INTERESTS

- AI-driven creative tools & emerging tech
- Photography & visual storytelling
- Hyperrealist Painting
- International travel
- Wellness & healthy living

PROFESSIONAL OVERVIEW

Creative and detail-oriented graphic designer with hands-on experience in brand development, visual content creation, and digital marketing. Combines a strong fine arts foundation with emerging AI design tools to produce innovative, compelling work. Recognized for conceiving and producing an agency's first AI-generated commercial using VEO3, from early storyboarding through final delivery. Brings a collaborative mindset, a passion for storytelling, and a proven ability to translate creative concepts into polished, client-ready deliverables.

Seeking opportunities to showcase my artwork and demonstrate how contemporary digital tools such as AI can be used in dialogue with longstanding artistic traditions, bridging classical influences with modern practices.

CAREER HIGHLIGHTS

- Conceived and created the agency's first AI-generated commercial for a major client, leading the project from early storyboarding through production using VEO3 — establishing a new creative capability for the firm.
- Designed visual content across marketing campaigns for a full-service agency, contributing to projects for regional and national brands.
- Built a two-year portfolio of social media graphics for a wellness brand, strengthening the client's digital presence and audience engagement.
- Selected to exhibit work at the UM Citizens Board Centennial Soirée, showcasing creative work to university leadership and alumni.
- Selected to exhibit work at the LOWE Museum Juried Student Exhibition

PROFESSIONAL EXPERIENCE

LaneTerralever (LT) – Full-service marketing agency

05/2025 – 08/2025

Creative Intern

Phoenix, AZ

- Conceived and produced the agency's first AI-generated commercial for one of its largest clients, managing the full creative process from concept development and storyboarding through production in VEO3.
- Assisted the design team in creating visual content for integrated marketing campaigns across digital and print channels.
- Collaborated cross-functionally to brainstorm and develop innovative creative concepts for client projects.
- Built polished presentations showcasing creative work samples for client reviews and new business pitches.
- Utilized Adobe Creative Suite and AI design tools to produce engaging digital assets on tight deadlines.

CLOVR Life Spa – Innovative integrated wellness provider

06/2021 – 08/2023

Social Media Graphic Designer

Scottsdale, AZ

- Created graphics for the brand's social media platforms, maintaining visual consistency and elevating the spa's digital identity.
- Worked closely with the marketing team to produce compelling visual content tailored to seasonal campaigns and promotions.
- Managed creative assets and maintained an organized library of brand elements for ongoing use.

BeyondType1 – Global nonprofit

07/2021 – 08/2022

Design & Outreach Intern

Remote

- Created visually engaging graphics for social media campaigns that boosted public engagement and community participation.
- Contributed to outreach initiatives connecting the organization with newly diagnosed Type 1 diabetics and their families.

RECOGNITION & AWARDS

- Phoenix Country Day School Art Department Award — May 2022
- UM Citizens Board Centennial Soirée, Selected Exhibitor — January 2025
- LOWE Art Museum Juried Student Exhibition, Selected Exhibitor — March 2025
- University of Miami [Outstanding Graduate Profile](#) — April 2026
- Bachelor of Fine Arts Exhibition — May 2026