

Snow White Charpentier

DESIGNER | COACH | TEACHER

Contact

EMAIL swpcharpentier@gmail.com

WEB www.snowwhitepowers.com

BUSINESS etsy.com/powersnowdesigns

Professional Skills

Logo & Branding Design

Wordpress / Web Design

Digital Photography

Flash Animation

T-Shirt & Apparel Design

Sewing Patterns

Editorial Illustration

Weightlifting Coaching

Technical Expertise

Photoshop

Illustrator,

InDesign

Flash

Dreamweaver

Microsoft Word

Excel

Powerpoint

iMovie

Maya 3D Rendering

HTML / CSS

Wordpress

Education

Rhode Island School of Design

MAT 2012, Honors + Presidents' Scholar

Art Education (GPA: 3.975)

Washington University in St. Louis

BFA 2010, Eliot Scholar

Majors: Communication Design, Marketing (GPA: 3.6)

Certifications

Massachusetts | Visual Art, Academic 5 – 12

Professional Teaching License #462587

Level 1 Coach | Crossfit

May 2013 – Present

Sports Performance Coach | USA Weightlifting

May 2014 – Present

Design Experience

PowerSnowDesigns | Smithfield, RI

Owner, Illustrator, Designer, 2015 – present

Self-started Etsy Shop and freelance designer selling athletic-themed greeting cards, stationery and fitness journals

Grassfed Farmacy Nutrition LLC | Smithfield, RI

Design Director, 2014 – Present

Designed all collateral (business cards, brochures, website design); Posted bi-weekly real-foods recipes with accompanying photography; Created various nutritional handouts and guides for clients, as well as Designed an entire hand-bound food journal with dietary information, selling over 75 copies to clients and through Etsy.com

No Risk Crossfit | Smithfield, RI

Crossfit Coach & Graphic Designer, June 2013 – present

Trained clients on developing proper weightlifting and gymnastic technique in a safe and community driven environment, Designed various screen printed graphics for t-shirts, flyers, and nutritional guides for gym-hosted competitions, events and seminars.

Pats Pastured | East Greenwich, RI

Freelance designer, Summer 2013 – present

Designed product packaging and collateral for this organic farm, including graphics for a food cart and food truck, egg carton design, beef jerky packaging and farmers market stand signs.

MOO Inc. | Providence, RI

Graphic Designer, June 2010 – June 2011

Renovated over 100 business cards for a large variety of clientele in under three months; designed over 50 print-ready, occupation specific business card templates, web images & marketing collateral.

Rivet Global Marketing Agency | St. Louis, MO

Art Director Intern, Summer 2009

Designed marketing materials for Local Harvest Cafe in St. Louis, Pabst Blue Ribbon and Splenda; worked with account planners and copy writers to develop consistent brand messaging.

Other Relevant Experience

Needham High School | Needham, MA

Graphic Arts Teacher, Aug. 2012 – Present

Introduced and executed engaging projects requiring design-based thinking for Digital Art, Animation, Graphic Design and Photography (Darkroom & Digital) courses; maintained steady, productive classroom environment, assessed student work based on project-specific rubrics; encouraged classroom discussion and critique of various works of art.

WeightliftingWoman.com

Author & Designer, 2015 – Present

Bi-weekly blog addressing experiences and challenges with competing in the sport of weightlifting, addressing topics such as training volume, nutrition, body image, and competition preparation.

Other Achievements & Hobbies

Clean & Jerk Record Holder, 53kg class, New England

USA Weightlifting Nationals A-Session Competitor

5th Place USA Weightlifting American Opens, 2013

1st Place Crossfit Rhode Rage Garage Games, 2013

“Fittest in Rhode Island,” Crossfit Opens 2015 & 2016

Rev3 Ironman Triathlon, Cedar Point, Sept 2012

Varsity Golf, Division III College & High School