

finley coyl

visual design + video + communications

finleydigital@gmail.com // cell# 267.746.2764 // web finleydigital.com // linkedin [finleydigital](#) // twitter @finleycoyl

MEDIA SKILLS ::

- + **Adobe Creative Cloud** [InDesign, Photoshop, Illustrator, Premiere Pro, After Effects, Audition, Media Encoder]
 - + **Digital photography, videography and editing**
 - + **CMS/CRM system updating** [Wordpress, Blackbaud/NetCommunity, NationBuilder, Volunteer Hub]
 - + **HTML and CSS for front-end UI/UX design**
 - + **Data visualization** [Carto, Tableau]
 - + **Production and Project Management platforms** [G Suite, Slack, Asana, Microsoft Office]
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WORK EXPERIENCE ::

VISUAL DESIGNER and VIDEOGRAPHER

- + **California Department of Public Health (CDPH) - Environmental Health Investigations Branch (EHIB)**
www.cdph.ca.gov/Programs/CCDCPHP/DEODC/EHIB/CPE/pages/asma.aspx / LA and Richmond / 2017-18
Conducted videography and editing for the Asthma Management Academy's series of educational videos, featuring interviews with community health workers. Edited in Premiere Pro, After Effects and Audition. *Produced and scripted by Faith Raider, CDPH.*
- + **Eviction Defense Collaborative, the Legal Aid Society of San Mateo County and Tenants Together** /
San Francisco, San Mateo and Oakland / 2015-17
Created graphic design and data visualization for housing reports, in partnership with the Anti-Eviction Mapping Project (AEMP). Visualization created in Carto and Tableau, designed with Illustrator and InDesign. *Managed by Erin McElroy and Terra Graziani, AEMP.*
- + **Community United Against Violence (CUAV) cuav.org** / San Francisco / 2016
Contributed videography and editing for a short documentary about trans women and community-based alternatives to incarceration, in partnership with TGIJP, El/La Para TransLatinas, LYRIC and the No New SF Jail Coalition. Edited in Premiere Pro, After Effects and Audition. *Directed by Essex Lordes, produced and scripted by Nefertiti Asanti, CUAV.*
- + **Glide Foundation glide.org** / San Francisco / 2014-17
Developed photography, graphic design and exhibit layout of large-scale posters from workshops with program participants. Edited in Photoshop, designed with Illustrator and InDesign. *Creative direction by Janice Mirikitani, Glide Co-Founder.*

TEACHING ASSISTANT

- + **UC Santa Cruz (UCSC) ucsc.edu** / Santa Cruz / 2015-2017
Led weekly discussion groups and taught media production in Art, Film and Digital Media undergraduate courses.

COMMUNICATIONS ASSOCIATE

- + **Glide Foundation glide.org** / San Francisco / 2013-15
Created graphic design and media production for flyers, posters, large-format displays, bus ads, brochures, booklets, newsletters and merchandise using Photoshop, InDesign and Illustrator. Updated CMS/CRM systems and content for new and existing websites using Wordpress, Blackbaud/NetCommunity and NationBuilder. Produced web graphics and posts for social media. Implemented responsive e-mail design, content scheduling and mailing list maintenance for Foundation newsletter. Conducted staff and client interviews, contributed writing and photography for communications materials. Attended development and advocacy meetings with Foundation staff.

PRODUCTION ASSOCIATE

- + **Autumn Express / Autumn Press autumnpress.com / autumnexpress.com** / San Francisco and Berkeley / 2011-13
Produced graphic design and assisted with pre-press print production. Ran digital printing machines and provided customer service.

GRAPHIC DESIGNER

- + **Agesong/Pacific Institute, Autumn Press, Bonhams (Bay Area) and A Gathering of the Tribes Gallery** /
San Francisco, Berkeley, and New York / 2006-13
Created graphic design for non-profit and fine arts clients.
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EDUCATION ::

- + **MFA Digital Arts and New Media, University of California Santa Cruz (UCSC) Santa Cruz, CA**
- + **BA English Literature, Washington University St. Louis, MO**