

# Logan Evasco

Social Impact Communication Strategy & Design

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## EXPERIENCE

### **Logan Evasco Design LLC, San Francisco — Proprietor**

January 2020 - Present

Works with organizations to develop communication strategies, visual identities, media outreach plans, and digital/print/web assets.

Select Clients: 350 Bay Area, Universe App, Invisible International, AZ Democracy Collab, Human Interest, Green River Sustainable Financial

### **Climate Creative, San Francisco — Project Director**

January 2019 - Present

Leads volunteer-based non-profit in creative environmental activism projects including The Climate Gallery, creative cohorts, and protests

### **True Link, San Francisco — Brand & Visual Design Director**

September 2018 - January 2020

Directed rebrand, website redesign, conference booths and materials, and marketing collateral and managed contract designers and vendors.

### **Replicon, Redwood City — Lead Graphic Designer**

June 2016 - September 2018

Developed design strategy & project managed long-term campaigns including websites, demand gen assets, social outreach, and newsletters.

**Newmark C&C — Market Researcher & Designer** (September 2015-June 2016)

**Dreamlight — Contract Apparel Designer** (April 2015-September 2015)

**EPIKorea — Native English Teacher** (February 2014-February 2015)

**Peace Corps — Outreach Coordinator & Designer** (March 2012-February 2015)

**One World Education — Social & Website Intern** (May 2011-December 2011)

## PROJECTS & SPEAKING

**The Climate Gallery — Project Director**

**Designed By Community, SF Climate Action Summit — Speaker**

**Compostmodern, AIGA SF — Panel Member**

**SFSU Design Department — Community Partner, Guest Lecturer**

## SKILLS

**Communication Strategy, Art Direction, Branding, UI/UX, Illustration, Graphic Design, Web Design & Development.**

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Premiere Pro, AfterEffects, XD, Figma, Canva, HTML, CSS, Java, WordPress, Google Search Console, Google Suite, Word, PowerPoint, Excel, Hootsuite, MailChimp, Constant Contact, AP Style Copy Editing

## EDUCATION

**George Washington University, BA International Affairs**

**California College of Arts, Professional Development Communication Design**

## VOLUNTEERING

**Art Team Lead**-350 Bay Area, **Volunteer**-Sunrise Movement, **Steering Committee**-Climate Emergency Mobilization Task Force, **Poll Worker**-SF Elections, **President**- OFA SF

## LANGUAGES

**Spanish, Limited Working Proficiency**