



### Paige Gialanella, Graphic Design

**Paige Gialanella has always been fascinated by the art of communication. Most recently, this passion has led her to a full-time endeavor as a freelance graphic designer and art director. She specializes in branding, logo design, publication layout and surface design.**

**Prior to her latest venture, Paige served as the Director of Creative Services at Queens University of Charlotte. There she led an effective creative team of two graphic designers and a project manager, working closely with internal and external clients to bring the creative vision of the University to life. During her five-year tenure at Queens, Paige was responsible for the creative redesign of the *Queens* magazine as well as art directed and designed a complete overhaul of the traditional undergraduate admissions materials. Her work at Queens earned her two American Graphic Design Awards and two PICA Awards.**

**Before coming to Queens, Paige worked in the marketing department of global law firm, Kilpatrick Stockton. In addition to implementing marketing strategies, she also created presentation materials and brochures, as well as planned events for the Charlotte office.**

**Paige also spent several years as an account executive at Loeffler Ketchum Mountjoy (LKM) where she worked primarily on the North Carolina Division of Tourism account. There she managed the interaction of production, creative, administrative and media teams as well as oversaw all content for the monthly VisitNC.com newsletter distributed to 80,000 consumers.**

**A native Texan, Paige arrived in North Carolina to pursue her studies at Wake Forest University, graduating in 2001 with a BA in Communications and a minor in Studio Art.**