

greta fieweger

CONTACT

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[portfolio \(gretafieweger.com\)](http://portfolio.gretafieweger.com)

EDUCATION

- Reed College
- BA in Studio Art

SKILLS

- extensive project-level digital and print design experience with **Sketch, Figma, XD, Photoshop, Illustrator, and InDesign**
- strong understanding of **web design** based in **UX principles**
- proficient with integrating generative ai tools such as **midjourney, firefly, and copilot**
- understanding of **design to development process**
- strong ability to **learn and execute new processes quickly**
- ability to **confidently present** to clients and colleagues alike
- proven **leadership and collaborative capabilities**

AWARDS & ACHIEVEMENTS

- 2021 Best Intern Presentation, Intouch Group
- 2021 President's Summer Fellowship Grant for the Book Arts
- 2021 Lawrence Duckler New Arts Award
- 2021 Intouch Intern Group Project winner
- 2017 Scholastic Art & Writing Gold Key Award
- 2016 Columbia Scholastic Press Association Crown Award Finalist

EXPERIENCE

ART DIRECTOR

EVERSANA INTOUCH | January 2022 - Present

- Partnered closely with copywriters and creative leads to develop compelling visual solutions for a **variety of HCP (Healthcare Professional) and DTC (Direct-to-Consumer) marketing campaigns**
- Designed **user-centric digital experiences** using Figma, Sketch, and the Adobe Creative Suite, including full website redesigns, email campaigns, digital ads, and social media assets
- Produced a **diverse range of print collateral**—brochures, posters, booklets, direct mailers—and supported production to ensure quality and brand consistency
- Concepted and executed **integrated marketing campaigns** from ideation through delivery, aligning with client goals and strategy
- Contributed to **high-impact new business pitches** by developing creative concepts, mockups, and presentation materials
- **Presented creative work to clients**, demonstrating a strong grasp of brand identity, target audience, and strategic objectives

FREELANCE GRAPHIC DESIGNER

Self | August 2017 - January 2022

- worked with clients to **design and illustrate an array of print and digital media** such as album covers, print ads, posters, annual reports, book covers, and social media content

ART DIRECTION INTERN

Intouch Proto | June 2021 - August 2021

- took on a **leadership role in the Intern Group project** to conceptualize, design, and execute a powerful and thoughtful pitch, **resulting in an award win**

SOCIAL MEDIA MANAGER

@PassThePlatform | June 2020 - August 2020

- created social media content sharing the work and messages of Black Lives Matter activists, **reaching over 1 million views**
- organized heavy information into **unique and eye-catching social media posts and stories** using Photoshop and Illustrator

GRAPHIC DESIGNER

THEFUTUREOFJEWELRY | June 2020 - August 2020

- enhanced **visual messaging** and **created marketing materials** to improve product presentation including promotional postcards, unique letterheads, and packaging design