

greta fieweger

CONTACT

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[portfolio](#)

EDUCATION

- Reed College
- BA in Studio Art, 2021

SKILLS

- extensive project-level digital and print design experience with **XD, Figma, Sketch, Photoshop, Illustrator, and InDesign**
- strong understanding of web design elements and execution
- understanding of design to development process
- strong ability to learn and execute new processes and concepts quickly
- 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

ASSOCIATE ART DIRECTOR

EVERSANA | January 2022 – Present

- developed marketing campaigns for healthcare products and digital patient services
- garnered and utilized a strong understanding of brand identities, customer needs, and product function.
- used Sketch and Adobe Suite to create and update websites, banner ads, email and print materials for multiple pharmaceuticals
- Collaborated with copywriters and creative leads to tackle detail-oriented, information-heavy design asks in a beautiful and effective way

FREELANCE GRAPHIC DESIGNER

Self | August 2017 – Present

- 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

- used Sketch, Adobe Suite, and Powerpoint to create and update mockups, slide design, banner ads, and print materials
- took on a leadership role in the Intern Group project to conceptualize, design, and execute a powerful, well-designed, and thoughtful winning presentation

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 Instagram posts and stories using Photoshop and Illustrator
- coordinated communication with celebrities and influencers

GRAPHIC DESIGN INTERN

THEFUTUREOFJEWELRY | June 2020 – August 2020

- enhanced visual branding through redesign of web banners, social media posts, profile pictures, and product packaging
- created marketing materials to enhance product presentation including promotional postcards, unique letterheads, and individualized package design for promotional partners