

greta fieweger

CONTACT

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

EDUCATION

- Reed College
- BA in Studio Art, 2021

SKILLS

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

ASSOCIATE ART DIRECTOR

EVERSANA INTOUCH | January 2022 - Present

- collaborated with copywriters and creative leads to **tackle detail-oriented, information-heavy design asks** in a beautiful and effective way
- used Figma, Sketch and Adobe Suite to **design beautiful and functional websites, delighting clients** by executing their vision and exceeding their expectations for what their website could be
- **developed and executed creative marketing campaigns**
- assisted on **creative and dynamic pitches** for new client work
- **presented work to clients**, utilizing a **strong understanding of clients' needs, brand identities, and products**

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

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

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
- **coordinated communication** with celebrities and influencers

GRAPHIC DESIGN INTERN

THEFUTUREOFJEWELRY | June 2020 - August 2020

- **enhanced visual messaging** through redesign of web banners, social media posts, profile pictures, and product packaging
- **created marketing materials** to improve product presentation including promotional postcards, unique letterheads, and packaging design