

marketing designer 10+ years
experience in branding and marketing.
specialty: behavioral psychology.



**October 2018 - current
freelance marketing designer**

**Frauke Tiemann, LA
High Moon Studio, LA
Richard Amador, Orange County
freelance**

marketing strategy to match new
customer profile, product launch and
product positioning

marketing campaigns, supportive
creative assets, proof editing

branding, from initial concept to
production, full development cycle,
brand guidelines

graphic design, design of marketing
materials

**November 2014 - October 2018
remote designer**

**David Malmberg, Melbourne
Gower Idrees, Portland
freelance**

designed websites, prepared for pre-
production, developed websites in
WordPress

created logotypes, other brand assets
social media strategy, design, grid
design

presentation and promotional
materials, proofreading, concept
development

**May 2013 - November 2014
designer**

**Hannah Williams, Melbourne
freelance, beginner**

modeling agency, assistant, helped
with website

created typographic layouts, for
advertising banners and promotional
campaigns, local

created logotype design, business
card, invitations, other print

education

ZIEIT, English Literature
Georgie Institute of Technology,
Supply Chain Online

technical

Adobe Creative Cloud
Project Management Applications
Google Sheets, Notion
Social Media Applications
HTML / CSS
Squarespace

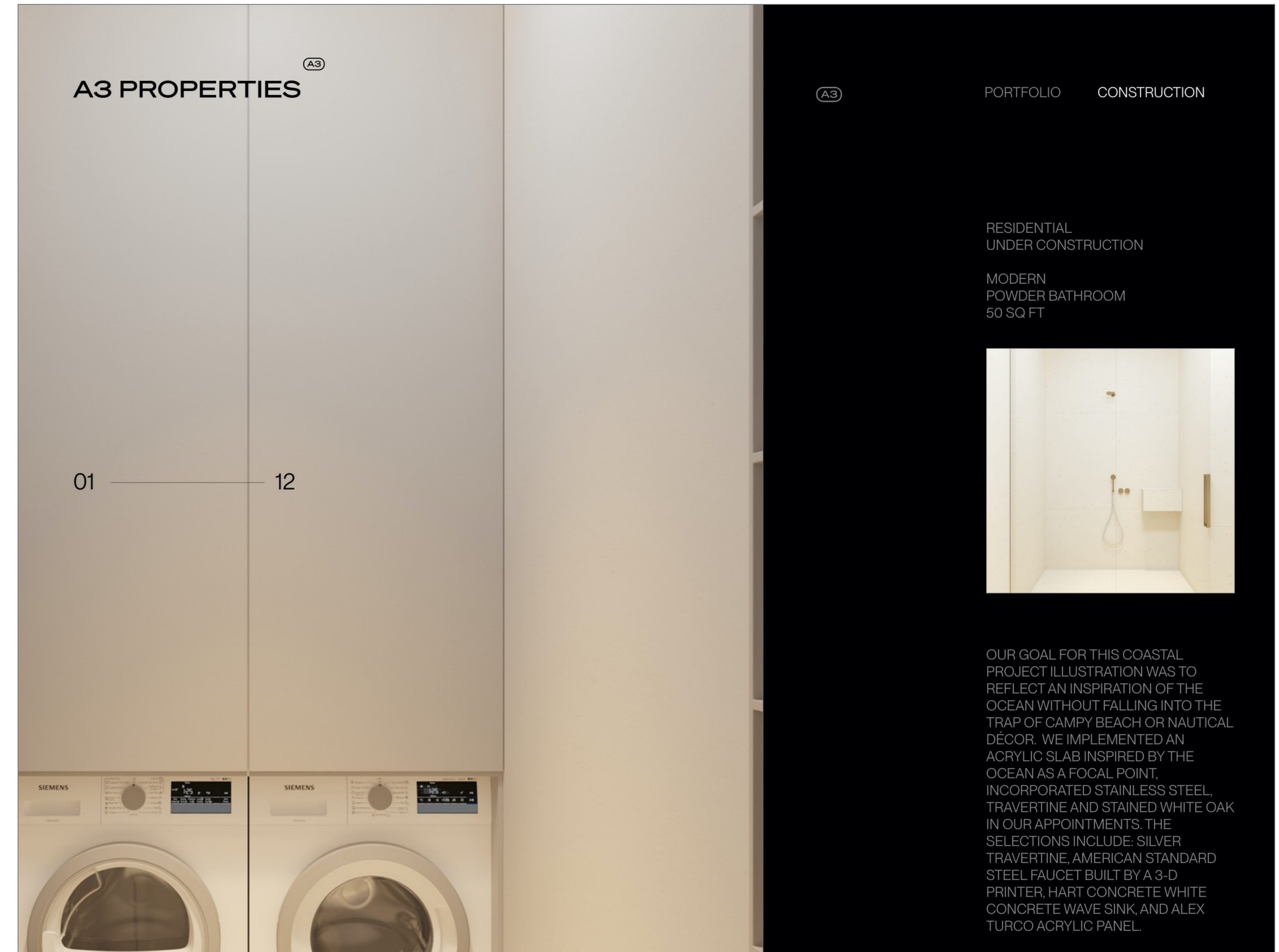
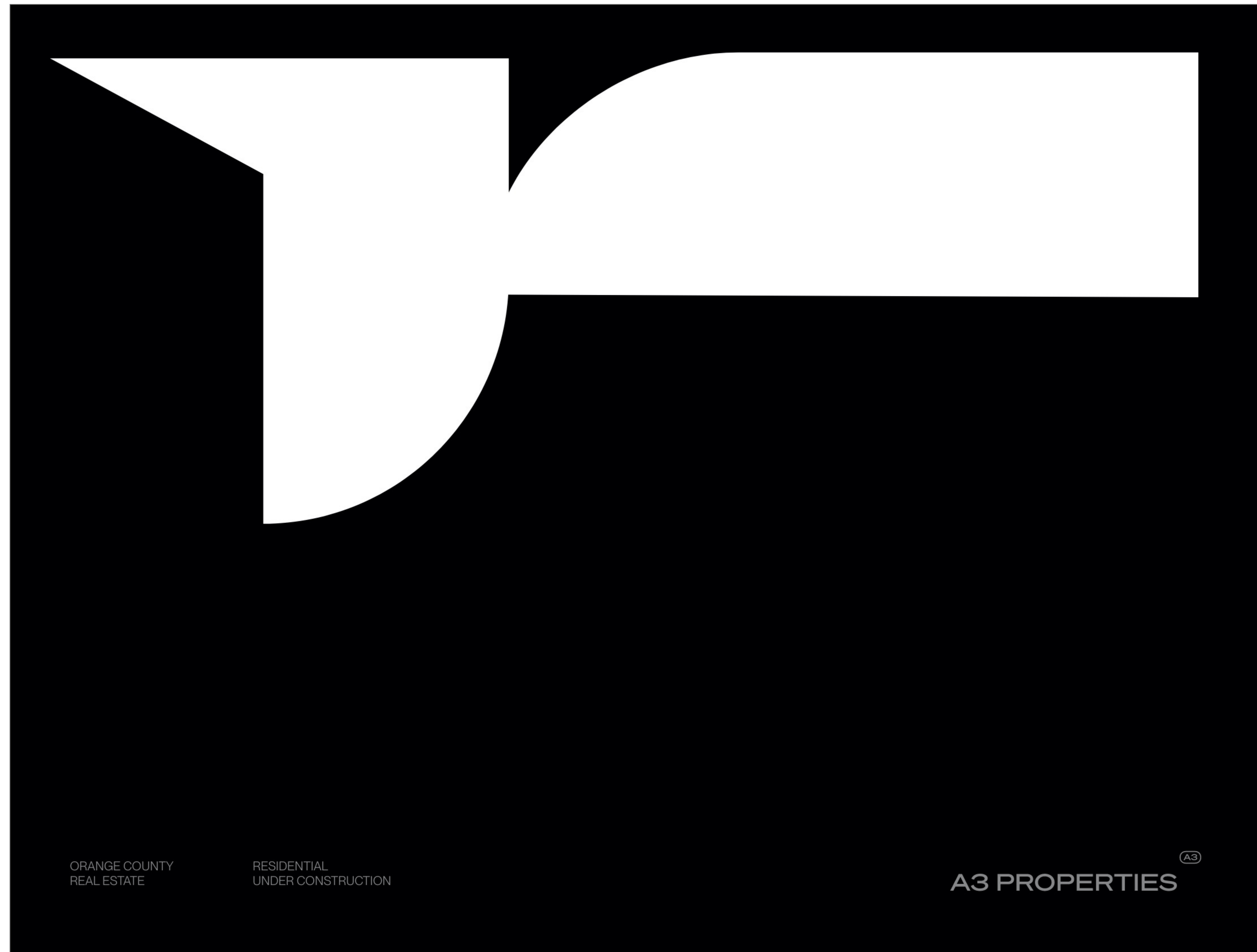
special interest, fashion

BoF, History of Fashion, Buying and
Merchandising, Image Styling courses,
supported by certificates

A3 PROPERTIES, ORANGE COUNTY RECONSTRUCTION

created branding to reflect architectural direction. Modern.

logotype, brand guidelines, website design pre-developmet



BLUE BETTY, LONDON
PAPERLESS BOOKKEEPING

designed logotype to reflect Henri
Matisse cut-outs, client's request.

logotype, brand guidelines

Blue
Betty



PAPERLESS
BOOKKEEPING