



ZOE FELLER

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zfellerdesigns.com

610-554-5293

OBJECTIVE:

Driven Kutztown graduate looking for a full time or freelance position where I can use my design and coding skills to cultivate a mutually successful relationship.

SKILLS:

- Graphic & Concept Design
- Adobe Suite
- HTML & CSS
- UX/UI Design
- Illustration
- Creative
- Responsible
- Team Player
- Customer Focused
- Deadline Oriented

EDUCATION

Kutztown University of Pennsylvania

BFA in Communication Design– 2021 | GPA— 3.8

Concentrations: Graphic Design and Interactive Design

Minor— Art History– 2021

RELATED EXPERIENCE

Freelance | Graphic & Web Design | Allentown, PA | May 2021-Present

Collaborated with several clients to create designs that have strong visual and verbal synergy. Among these clients are local nonprofits and businesses.

- Designed logos for Pinebrook Family Answers. Illustrated greeting cards for their fundraising events
- Working with a team created a poster campaign for Hope and Healing in Allentown, PA - won a Silver Addy Award
- Created a color palette and moodboard, designed several invitations (such as Save the Dates), and a website for a local client
- Redesigned logo for local karate studio based off of their existing brand guidelines

Internship | First Generation | Allentown, PA | January 2021-March 2021

- Designed Zoom backgrounds and other visual backgrounds for various companies
- Worked on set and photo-documented events
- Attended weekly meetings and sent out emails on behalf of the agency
- Created photoshop mockups and digitally edited photographs as needed
- Designed social media posts for Instagram for FG and other companies
- Designed layouts, pamphlets and catalogs for various companies
- Researched statistics and information for design work

IDEA Lab Monitor | Kutztown University | Kutztown, PA | Oct. 2019-Feb. 2020

- Researched machinery(such as laser cutter and 3D printer) to effectively train customers
- Helped faculty with events(such as the Carlos Hernandez workshop)
- Trained customers on letterpress printing
- Performed customer service and operational responsibilities

Secretary of AIGA | Kutztown University | Kutztown, PA | May 2019-May 2020

- Planned events(such as the Passion Ball and Coffee Cart)
- Brainstormed fundraising ideas
- Email department upcoming events
- Graphic and advertising design as needed(such as poster designs for events)
- Recorded meeting minutes and share them with the E-board
- Spoke publicly in classes to advertise upcoming events
- Created a calendar of events and share them with the E-board

Sales Associate | Blick Art Materials | Allentown, PA | May 2018-January 2019

- Visual Presentations
- Researched product information
- Relayed product knowledge to the customer
- Store maintenance(such as cleaning and sweeping)
- Engaged in customer service(such as answering the phone and selling product)
- Conducted sales transactions
- Stocked and accounted for inventory

HONORS

Silver Addy Award Winner | March 2020

Phi Kappa Phi | February 2020-Present

Dean's List | December 2017-Present

National Society of Leadership and Success | August 2018-Present