



## **Zoe Feller**

zfeller77@gmail.com | 610-554-5293 | zfellerdesigns.com

### **Education**

Kutztown University of Pennsylvania

BFA in Communication Design— 2021 | GPA— 3.8

Concentrations: Graphic Design and Interactive Design

Minor— Art History— 2021

### **Skills**

- Graphic & Concept Design
- Adobe Creative Suite
- Communication Skills
- Attention to Detail
- Illustration
- Organized
- Team Player
- Package Design
- Branding
- Deadline Oriented

### **Professional Experience**

#### **Freelance | Graphic & Web Design | Allentown, PA | May 2021-March 2023**

- Created logos and illustrated greeting cards that have strong visual and verbal synergy for Unconditional Child Care
- Collaborated with a team to create a poster campaign for Hope and Healing in Allentown, PA — Silver Addy Award-winning design
- Conceptualized a color palette, moodboard, invitations, and a website for a wedding

#### **Graphic Design Assistant | Sorrelli Inc. | Kutztown, PA | November 2021-September 2022**

- Designed printed materials such as store signage, postcard mailers, and product sheets
- Designed email layouts, assets and sent out emails on behalf of the company
- Edited product images
- Created and uploaded website assets
- Created social media assets such as posts, stories, and reels
- Trained new hires and interns for the social media department
- Designed and executed visual merchandising of store windows

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

- Designed Zoom backgrounds and other digital assets for clients
- Worked on set and photo-documented events
- Collaborated in weekly meetings and sent out emails on behalf of the agency
- Created photoshop mockups and digitally edited photographs
- Designed social media posts for Instagram
- Developed layouts, pamphlets, and catalogs for healthcare clientele
- Collected statistics and information for social media

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

- Coached students on how to effectively use the 3D printer and laser cutter
- Helped organize faculty events
- Trained customers on letterpress printing
- Performed customer service and operational responsibilities

### **Honors**

- Phi Kappa Phi | February 2020-2022
- Silver Addy Award Winner | March 2020
- Dean's List | December 2017-May 2021