



GABRIELLE SIEGFRIED

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EDUCATION

THE UNIVERSITY OF AKRON | 2024

Bachelor of Fine Arts in Graphic Design
Minor in Marketing

Graduated Summa Cum Laude

SOFTWARE

- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Microsoft Office
- Adobe Illustrator
- Adobe After Effects
- Adobe Lightroom
- Figma

SKILLS

- Typography
- Color
- HTML/CSS
- Production
- Marketing
- Digital Imaging

INVOLVEMENT

MYERS RESIDENCY COMMITTEE

Myers School of Art | 2022–2024

AIGA | AMERICAN INSTITUTE OF GRAPHIC ARTS

Cleveland Chapter | 2022–Present

AAF | AMERICAN ADVERTISING FEDERATION

Akron Chapter | 2024–Present

EXHIBITIONS & INSTALLATIONS

DESIGNERS* INSTALLATION

Myers School of Art | 2024

CELEBRATION OF UNDERGRADUATE CREATIVITY

Buchtel College of Arts & Sciences | 2023

STUDIO SCHOLARSHIP COMPETITION

Myers School of Art | 2022, 2023

EXPERIENCE

GRAPHIC DESIGNER | Bravo Wellness

July 2024–Present. Brooklyn, Ohio

- Designs and produces marketing collateral for various wellness programs, both print and web design, ensuring materials are visually appealing with the proper branding.
- Manages multiple design projects simultaneously, meeting deadlines while maintaining high standards of quality and creativity, as well as contributing ideas and executing designs.
- Advises internal teams on critical design strategy and branding, delivering creative solutions that align with organizational goals.

GRAPHIC DESIGN INTERN | Bravo Wellness

April 2023–July 2024. Brooklyn, Ohio

- Provided graphic design and marketing support for wellness program client and participant materials.
- Assisted various teams with diverse requests and consulting on best practices for design and branding.
- Collaborated on a large design overhaul project with team members in an agile workspace.

FREELANCE GRAPHIC DESIGNER | UKKNWN

October 2021–April 2022. Akron, Ohio

- Collaborated with a team of select students to design the new store interior and overall aesthetics for the new downtown Akron location.
- Created, designed, and presented mood boards and themes to clients.
- Assisted in the development of interior signage as well as displays.

HONORS & AWARDS

STUDENT BEST OF SHOW ADDY AWARD | Wildwood Packaging Design

American Advertising Federation, District 5 | 2024

STUDENT SILVER ADDY AWARD | Chill Ice Cream Brand Identity

American Advertising Federation, District 5 | 2024

STUDENT GOLD ADDY AWARD | Wildwood Packaging Design

American Advertising Federation of Akron | 2024

STUDENT GOLD ADDY AWARD | Chill Ice Cream Brand Identity

American Advertising Federation of Akron | 2024

STUDENT SILVER ADDY AWARD | Bark Well Packaging Design

American Advertising Federation of Akron | 2024

JOHN & BARBARA GILLETTE STUDY OF THE ARTS ABROAD | Scholarship

Myers School of Art | 2023

STUDENT GOLD ADDY AWARD | Deforestation Restoration Campaign

American Advertising Federation of Akron | 2023