



## 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

### PRODUCTION ARTIST | Arhaus

October 2024–Present. Boston Heights, Ohio

- Designs and updates handouts, store signage, collection signs, and product labels to support store teams, ensuring product imagery, information, and pricing is accurate.
- Owns projects from concept to the delivery of final product, managing multiple projects and deliverables independently and simultaneously. Prioritizes requests appropriately and adapts to changes as they may occur.
- Assists the Art Directors with production-oriented tasks, ensuring high-quality deliverables meet project expectations and deadlines.
- Prepares, optimizes, organizes, and uploads product photography assets for the Arhaus website and associated digital channels.

### GRAPHIC DESIGNER | Bravo Wellness

July 2024–October 2024. Brooklyn, Ohio

- Designed and produced marketing collateral for various wellness programs, both print and web design, ensuring materials are visually appealing with the proper branding.
- Managed multiple design projects simultaneously, meeting deadlines while maintaining high standards of quality and creativity, as well as contributing ideas and executing designs.
- Advised 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.
- Collaborated on a large design overhaul project with team members in an agile workspace.

## 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

### STUDENT GOLD ADDY AWARD | Deforestation Restoration Campaign

American Advertising Federation of Akron | 2023