

DESIGNER,  
ILLUSTRATOR,  
AND GOOF.

# ZOË EVANITUS

**WELL, HI!** I am a graphic designer with a passion for CPG packaging, campaign design, and illustration. I love to explore opportunities that will push my creativity, strengthen my problem solving skills, and build me up as a leader and team member.

## EXPERIENCE

<b>2013</b> <b>PRESENT</b>	<b>FREELANCE</b> Redesigning packaging for Darigold. Redesigning and creating websites using Figma for Rensselaer Polytechnic Institute. Marketing emails/promotional content for Moon Pod. Creating logos, lettering, illustrations, t-shirt design for Pride Ride Utah, Pineapple Barbell and Tom's Ride.	<b>2017</b> <b>2022</b>	<b>DESIGNER -&gt; LEAD/SENIOR DESIGNER</b> <b>TRÖEGS INDEPENDENT BREWING   HERSHEY, PA</b> Designing beer packaging/brands, marketing campaigns, event posters, logos, merchandise, event activations, brewery's chalkboards, and tasting guides/ menus. Creating/redesigning web pages. Creating digital billboards and banners for ads. Creating assets for social (both motion and static.). Leading meetings, providing my vision for various projects aligned and in support of brand, and point person to freelancers. Designing/weighing in on merchandise. Ensuring colors and designs are correct at press checks/can pilot runs. Assisting and art directing photo shoots. Retouching photos. Creating a Master Sell Sheet, company magazine, as well as Annual Business Plan for wholesalers. Working with partners for collaborations and vendors.
<b>2022</b> <b>2024</b>	<b>SENIOR GRAPHIC DESIGNER</b> <b>NEW BELGIUM BREWING   FORT COLLINS, CO</b> Designing beer packaging/brands, marketing campaigns, event posters, logos, merchandise, event activations. Creating digital billboards and banners for ads. Creating assets for social (both motion and static.) Leading creative meetings to provide my vision for various projects aligned and in support of brand. Ensuring colors and designs are correct at press checks/can pilot runs. Art directing photo shoots. Retouching photos. Assisting with the Annual Business/Marketing Plan for wholesalers. Working with partners for collaborations and vendors.	<b>2016</b> <b>2017</b>	<b>GRAPHIC DESIGN INTERN -&gt; GRAPHIC DESIGNER</b> <b>GOGO SQUEEZ   NEW YORK, NY</b> Creating and updating various collateral and promotional materials, assisted with visual content for social media, and prepared images to coincide with blog posts. Creating packaging concepts, GoGo squeeze apple avatar characters, 3D renderings of products, and provided video and in-house photography and retouching.
<b>2022</b> <b>2022</b>	<b>GRAPHIC DESIGNER</b> <b>THE FRONT CLIMBING CLUB   SALT LAKE CITY, UT</b> Creating event posters, new merchandise, social stories (both motion and static.) Art directing photo shoots.		

## EDUCATION

<b>2013</b> <b>2017</b>	<b>BFA IN GRAPHIC DESIGN - TYLER SCHOOL OF ART</b> <b>TEMPLE UNIVERSITY   PHILADELPHIA, PA</b>
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## SKILLS

Adobe Creative Suite, Packaging, Motion, Figma, Art Direction, Management, 3D rendering, Photo retouching, Hand-lettering, Illustration, Working within TTB rules, Understanding INX and PMS colors, Experience with Wordpress and Squarespace

**VOLUNTEERING/COMMUNITY ENGAGEMENT** Lectured and critiqued student work at the Tyler School of Art design program. Started/ participated in a Cranksgiving food drive. Planting trees at a Pennsylvania ski resort. Trail maintenance with the South Central Pennsylvania Climbers organization. Member of AIGA. Active member of the Salt Lake Area Queer Climbers.