

## work experience




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Klara Moeckel

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## education

**BFA - Advertising & Digital Design**

Fashion Institute of Technology

- GPA: 3.66
- Cum Laude
- Phi Theta Kappa
- Honor Roll / Deans List

**Minors:**

- Art History
- Psychology
- Communication
- Creative Technology

**Awards:**

- Directors Award
- Peter Vogel Gold Leadership Key

**AAS - Communication Design**

Fashion Institute of Technology

- GPA: 3.72
  - Summa Cum Laude
  - Phi Theta Kappa
  - Honor Roll / Deans List
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## skills

- Adobe CS
  - Adobe 3d & AR programs
  - Adobe Character Animator
  - Motion Graphics
  - Blender
  - Figma
  - Mac Expert
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## soft skills

- Open Communication
- Team Leadership
- Team Player
- Well Organized
- Problem Solving
- Out of the Box thinking
- Prepared for any case scenario

**Junior Designer****05/2023 - current | iWorld | New York, NY**

- Created and developed products that extend the brand's reach
- Aided in the development of sales presentations for clients and suppliers
- Designed packaging that target and engage the intended audience
- Developed interesting lifestyles to promote product visualization

**Design Intern****12/2022 - 05/2023 | Enchanté Living | New York, NY**

- Designed packaging, layout graphics, and lifestyle images
- Participated in all stages of the creative process
- Assisted with a wide range of design projects and met tight deadlines

**Design Intern****08/2022 - 12/2022 | Foundation PR | New York, NY**

- Offered design solutions to solve problems by enhancing communication
- Assisted with creative process from copy writing, design and execution
- Created compelling social media graphics that supported the company mission

**Graphic Design Assistant & Secretary | Student Life****09/2021 - 12/2022 | Fashion Institute of Technology | New York, NY**

- Designed Digital and Print content
- Assisted Student Life Administrators with organisational properties
- Partnered with Social Media Assistant to create targeted content
- Hands on involvement with events on campus

**Art Director Intern****06/2022 - 08/2022 | Fingerpaint Group | Saratoga Springs, NY**

- Received a nonprofit account with other interns and created full branding campaign
- Lead client presentation, involved in pitches while collaborating with an art director
- Brainstormed branding approaches for pharmaceutical clients
- Design new ads, logos, products, and further deliverables

**Director of Communication & Secretary of Student Affairs | SGA****09/2021 - 05/2022 | Fashion Institute of Technology | New York, NY**

- Managed multiple projects to ensure high quality and safety on campus
- Create a better campus environment by listening to concerns and create solutions
- Held FIT board accountable to their ethics and how policies get set in to place
- Responsible for campus communications via websites, social media, posters, etc.

**Manager****01/2021 - 08/2021 | Sarabeth's West Restaurant | New York, NY**

- Trained employees on to maintain coverage of roles at all times
- Encouraged feedback from customers to implement in-store operational changes
- Assessing state of inventory against target accuracy and tracking variances
- Set challenging yet attainable goals to encourage continuous staff development
- Completed daily sales reports and analysed metric to identify trends
- Upheld companies high standards for business by leading by example
- Encouraging all team members to adhere to the policies