

nik kretzschmar

graphic designer

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experience

AMAZOWL

10/18 - PRESENT

Graphic Designer

- Helped brands optimize their content for selling on the Amazon marketplace through the design of product images, detail pages, and enhanced brand content.
- Increased client's sales by up to 10% through the creation of branded storefronts over a 6 month time-span.
- Created content within brand guidelines that allowed brands to tell their story on Amazon while boosting awareness and conversions.

BIIG TECH

09/18 - 11/18

Graphic Design Intern

- Collaborated with the CEO to design a new logo and brand identity as part of a re-brand project.
- Developed site maps, wireframes, and graphic assets for the new product website.
- Designed printed brand assets including business cards.

THE LAB ZONE

08/17 - 06/18

In-House Graphic Designer

- Led the development of brand identities, engaging social media content, effective website designs, landing pages and converting advertisements.
- Assisted in and eventually managed all video production and editing for brand awareness, product promotions, and social media advertisements.
- Managed up to 5 projects or tasks at a given time while working with weekly deadlines within a 5 person team.

KWAN HENMI

06/16 - 08/16

Architecture Design Intern

- Worked on the design and development of a long term parking structure for the San Francisco International Airport alongside a design team in a fast paced environment.
- Produced facade design schemes and renderings for the client.
- Simultaneously worked on a renovation project for the San Francisco Recology Building, modeling existing conditions, developing paint schemes, design iterations, and retrofit design studies while working with a strict budget.

skills

SOFTWARE

08/15 - PRESENT

Graphics

Photoshop, Illustrator, Indesign, Lightroom

Video

Premiere, Final Cut Pro

education

UC BERKELEY

08/15 - 05/17

Architecture - Bachelor of Arts

COLLEGE OF MARIN

08/13 - 05/15

Architecture