

MW Manfred Westreicher

GRAPHIC DESIGNER | www.manfredwestreicher.com
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EDUCATION

The Art Institute of Ohio-Cincinnati
BFA, GRAPHIC DESIGN | 2009–2013

University of Cincinnati, Blue Ash
PRE ART & DESIGN | 2007–2008

EXPERIENCE

RDG (Ruttle Design Group) *Cincinnati, OH*
DESIGNER | 2016–2018

- Successfully redesigned RDG's identity, website, social media, and collateral material (business cards, letterhead, etc.)
- Worked on several identity design projects for P&G's corporate departments while also designing digital and print material for some of its brands (Vick's Sinex, Metamucil, Tide, Olay, etc.)
- Designed an intranet site and all the digital material for Coca-Cola's School of Marketing that were used as educational tools for incoming/future marketers.

AIGA Cincinnati *Cincinnati, OH*

WORKSHOPS DIRECTOR | 2016–PRESENT

- Responsible for ideating and executing workshops for the student and professional design community in Cincinnati.

Tremor *Cincinnati, OH*

GRAPHIC DESIGNER | 2015–2016

- Responsible for the redesign of the Tremor's identity and all the collateral material (business cards, letterheads, website, etc.)
- As part of a team; researched, developed and designed all the digital and print material for a new online community for US Hispanic women called UnRatoJuntas.com
- Participated in the design and development of campaigns that ran in both Vocalpoint.com (now owned by Tremor) and Unratojuntas.com communities for brands such as: Clairol, InStyler, Head & Shoulders, Robert Rothschild Farm, etc.

MKTG *Cincinnati, OH*

JUNIOR GRAPHIC DESIGNER | 2013–2015

- Worked on digital and print material campaigns that ran in two of P&G's communities Orgullosa.com and Vocalpoint.com for brands such as: Clairol, Fisher-Price, Microsoft, Mirassou, etc.
- Designed all the material (t-shirts, posters, medals, etc.) for the 2014 Cincinnati Flying Pig Marathon theme "Pigcasso".

AFFILIATIONS

AIGA Cincinnati

MEMBER | 2009–PRESENT

Cincinnati Hispanic Chamber of Commerce

MEMBER | 2010–PRESENT

FREELANCE

Café Lecker *Villa Rica, Perú*

IDENTITY & PACKAGE DESIGN | 2015

Designed and developed the identity and package for a small family owned artisanal coffee company.

BioDynaMols *Lima, Perú*

IDENTITY DESIGN & WEB DEVELOPMENT | 2015–2016

Designed the identity, collateral and responsive website for a start-up that focuses on biotechnology innovation. BioDynaMols finds high impact solutions for diverse sectors: health, agriculture, veterinarian, pharmaceutical and food science.

SKILLS

Identity Design
Branding
Art Direction
Typography
Illustration
Lettering
Digital Photography
Screen Printing
Bilingual (English/Spanish)
Coding (HTML5/CSS3)
UX/UI

TOOLS

Adobe Creative Suite CC
• Illustrator
• Photoshop
• XD
• InDesign
• Premier Pro
• After Effects
Brackets (code editor)
Sketch
Keynote & PowerPoint
Foundation Framework
Windows & Mac

*References available upon request