

Nikolas Kretzschmar

Graphic Designer

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Portfolio

Experience

AMAZOWL

Graphic Design

Oct 2018 - Present

In-House Graphic Designer

- Helped brands optimize their visual communications for selling on Amazon through the design of product listing images, marketing banners, ad campaigns, and e-commerce stores.
- Prepared and delivered web assets for over 40 consumer brands, working closely within brand guidelines and identity systems that allowed brands to tell their story on Amazon while boosting conversions.
- Worked with the design team to establish specific workflows for handling various client deadlines and their fluctuating priorities.
- Collaborated with clients, producing banner ads and key visuals for multi-brand advertisement campaigns.
- Creation of internal marketing material, pitch decks, and educational resources.
- Photo editing and manipulation for client listing images.
- Worked with a multidisciplinary team of ads managers, copywriters, and designers in a fast-paced environment.

BIIG TECH

Graphic Design

Sep 2018 - Nov 2018

Graphic Design Intern

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

THE LAB ZONE

Graphic Design

Aug 2017 - June 2018

In-House Graphic Designer

- Led the development of brand identity systems, social media content, website design, landing pages and advertisements.
- Assisted in and eventually managed all video production and editing for brand awareness, product promotions, and social media advertisements.
- Photography selection and editing for online visual communications.

Skills

SOFTWARE

Graphics

Photoshop, Illustrator, Indesign, Lightroom, Figma

Video

Premiere, Final Cut Pro

Education

BACHELOR OF ARTS

Architecture

Aug 2015 - May 2017

University of California, Berkeley

UNDERGRADUATE

Architecture

Aug 2013 - May 2015

College of Marin