

Esther Streich

- Versatile, visual designer with 3+ years of experience in the direct marketing, non-profit, and start-up industries. I empathize with people to find solutions to the right problems that make products, applications and services meaningful, delightful and memorable.

Experience

Teaching Assistant, *University of North Texas*

Jan 2022 - May 2022

- Taught 40+ students about researching and working with and against systems and transformations in diverse disciplines in the arts
- Helped students develop critical and analytical thinking skills and a personal framework in the processes of visual art and design

User Interface & Experience Designer, *IT-Couch*

Apr 2021 - Dez 2021

- Redesigned visual aesthetics and brand message of IT-Couch website
- Trained 1 person in visual design and user experience
- Creative lead in the creation of an online shop ("Tierheim Komplize"), generation of business name, branding, website design, social media campaign
- Increased page views by 625% for "Tierheim Komplize" with marketing campaign design
- Developed overall concepts for a user-friendly experience and interaction within a website or product
- Improved the usability of the website by redefining and redesigning main user flows for METRIKS
- Improved the visual aesthetics and user experience for the USC Unlimited Sports Club website.

Graphic Designer, *Dallas DogRRR (Volunteer)*

Nov 2019 - present

- Collaborated with and supported the director and marketing team in planning marketing campaigns and fundraisers (North Texas Giving Day and others)
- Assisted in brand promotion within set brand guidelines
- Created print assets (flyers, T-Shirts, stickers, brochures) and digital assets (Facebook, Instagram, Email) to drive marketing campaigns
- Developed new ideas to increase followers, supporters, and donations
- Conducted market research to identify a target audience's behavior, needs, wishes, and habits

Graphic Designer, *PURE People United Reaching Everyone*

Dec 2018 - Jul 2019

- Collaborated with creative team in designing promotional materials
- Created sales collateral from concept through completion
- Developed layouts and designs for marketing initiatives
- Planned and designed welcome package for new sales representatives under supervision of art director
- Designed marketing collateral for promotional trips (print and digital)

Contact

estreich78@gmail.com
estherstreichdesign.com
linkedin.com/in/esther-streich
+49 34691 20826

Education

Google UX Certification

Jul 2022 - Aug 2022

BFA Communication Design, Minor in Art History (Magna Cum Laude), University of North Texas, Denton

Jan 2014 - Mai 2018

Certified Economics and Foreign Language Assistant, ESA, Halle (Germany)

Jul 1996 - Dec 1999

Languages

German *fluent*

English *fluent*

French *basic*

Skills

Visual Design	Illustrator
Interaction Design	InDesign
Wireframing	Photoshop
Prototyping	XD
Research	Figma
Marketing	Keynote
Photography	Mural

Achievements

Participant UNT Elm Fork Student Exhibition

Participant DSVCA Award Show

Participant "Art Beyond Sight" at the Meadows Museum