

Belle Krupcheck

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Skills

Photoshop
Illustrator
InDesign
Wordpress, Shopify & Wix
Premiere Pro
Microsoft Word Powerpoint
After Effects
Klaviyo & Constant Contact
Sketch & Adobe XD
Design Thinking

References

(contact info. upon request)

Abby Zamis

Former Manager
EBY

Marc Stone

Current Supervisor
Jewels by Star

Dayan Edirisinghe

Former Employer
Healing Hands

Dawn Estrada

Former Supervisor
Torico Homemade Ice Cream

Betsy Kenyon

Former Employer

Sep DiMeglio

Former Co-worker
Microsoft Research (MSR)

Marcin Ramocki

Chair of Media Arts
New Jersey City University

William Pappenhimer

Co-Chair of Art Department
Pace University

Education

Pace University New York, New York
Bachelor's Degree, Graduated May 2017

New Jersey City University Jersey City, New Jersey
Master's of Fine Art, Graduated May 2019

Employment History

EBY LLC, New York, New York

Designer, February 2021 - Present

- Re-vamped email marketing and SMS design for a higher conversion
- Create and collaborate on marketing campaigns that consistently hit revenue targets
- Edit and film Facebook, Instagram, & Youtube ads for conversion (video and static)
- Work with the creative director on creating brand consistency across multiple channels

Jewels by Star, New York, New York

Web Content & Graphic Designer, March 2020 - Present

- Re-designed social media direction & drove up engagement (analytics upon request)
- Aid the photographer with airbrushing high end products
- Create look-books for our B2B clients such as Warren Buffet's Borsheims
- Maintain and update our Shopify site

Healing Hands Scrubs, East Rutherford, New Jersey

Web & Graphic Designer, March 2019 - March 2020

- Redesigned the company website with a new look and user experience
- Coordinating signage with stores across the USA
- Organize and direct photo-shoots and video shoots
- Create hang tags and garment tags to be mass produced

Torico Ice Cream, Jersey City, New Jersey

Cake Decorator & Graphic Designer, May 2017 - March 2019

- Engaging with customers in a fast pace day-to-day
- Reinvented the design and ordering process for the cakes
- Maintains a unique menu of designs for cakes

Betsy Kenyon, New York, New York

Video Editor & Artist's Assistant, November 2018

- Collaborate and edit music videos for singer/songwriter Lisa Papineau
- Helped create a quarterly emailer for Kenyon to promote her art practice

Seidenberg School Of Computer Science, Pace University, New York, New York

Graphic Designer & Administrative Assistant, January 2015 - June 2017

- Create cohesive marketing campaigns with a diverse design team
- Helped in opening the NYC chapter of Design Factory (International)
- Revamping the official site with unique graphics and site banners

Moving Image Art Fair, New York, New York

Artist Assistant, March 2017 - March 2017

- Worked under Will Pappenhimer to present his piece, Boon AR
- Taught fair-goers how to use the augmented reality piece

Jonathan Ehrenberg, New York, New York

Studio Assistant, September 2016 - May 2017

- Collaborating on physical and digital artistic projects
- Learning in-depth on how to fully develop artistic thought

OuiHours, New York, New York

Graphic Design & Social Media Intern, June 2016 - August 2016

- Redesigned the company tumblr leading to a steady increase in followers
- Designed sets of weekly emails through Mailchimp

Porsche, Graz, Austria

Product Innovation Project Designer, October 2015 - June 2016

- Designed a product for a car company using design thinking techniques
- Worked remotely while collaborating with a diverse, international team