

# Mysha Thi Wenzel

Graphic Designer



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## Work Experience

### GRAPHIC DESIGNER

2022–PRESENT (2 yrs.)

*The Promersberger Company*

- Worked with variety of clients and ensure all content adheres to established brand identities.
- Designed a variety of print and digital templates including line cards, social media posts, email newsletters, brochures, business cards, and banner, google and social ads.
- Used WordPress to design active websites.
- Used a variety of website builders and hosts to make updates and design website elements.
- Used a variety of email campaign builders to create templates for client campaigns and newsletters.
- Developed motion graphics for social posts, digital ads, creatives, and video.
- Created a variety of booth graphic signage and display.
- Participate on strategic brainstorm sessions for ad campaigns, branding and identity projects, and logo designs.
- Coordinated with vendors for seamless hand off from design to final production including sending mock-ups, prepared purchase orders, export press-quality files.
- Designed specialty promotional items including stickers, badges, pins, hats, anniversary logos, and t-shirts.

### GRAPHIC DESIGN INTERN

SUMMER 2021 (3 mos.)

*Blue Cross Blue Shield of North Dakota (BCBS-ND)*

- Implemented brand strategies and ensured consistency with the strict national brand standards of Blue Cross Blue Shield.
- Designed branded materials for both internal and external facing audiences including official medical coverage documents, indoor and outdoor signage, and wall calendars.
- Designed the 2020 BCBS Food Truck Campaign including signage, promotional flyers, and public facing advertising.
- Was tasked with communicating and managing projects with multiple departments and set priorities as most to least important and adjusting timelines accordingly.

### GRAPHIC DESIGNER

2020–2021 (1 yr.)

*MSUM Dragon Entertainment Group & MSUM School of Art*

- Provided creative direction and design for promotional content and materials for various guest artists and events.
- Promoted the social media presence of the organization to increase member engagement.
- Lead a team for promoting and coordinating events.

## Education

### MINNESOTA STATE

### UNIVERSITY MOORHEAD

2017–2022

BFA Graphic Design

Minor in Studio Art.

3.98 GPA

## Skills

### TECHNICAL SKILLS

*DIGITAL & PRINT DESIGN*

Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premier Pro)  
Mailchimp, Klaviyo, Hubspot

*USER EXPERIENCE & PROTOTYPING*

Figma, InVision,

*Front-End Web Development*

HTML, CSS, CMS (WordPress, Squarespace, Wix, Umbraco)

### PROFESSIONAL SKILLS

*DIGITAL & PRINT DESIGN*

Corporate Identity, Brand Strategy, Motion Design, Information Architecture, Photo Retouching

*Interpersonal*

Workplace EI, Individualization, Curiosity, Active Listening, Time Management, Lifelong Learner, Conflict Resolution

## Recognitions

*AMERICAN ADVERTISING*

*FEDERATION AWARDS*

2021 **GOLD ADDY\*** Awards – Student

2021 **ADDY Best in Show\*** – Student

2021 **Silver ADDY** Logo Design – Student

*\*branding and website design*