

About Renée Fidz

My work is heart-felt and bold. I specialize in working for clients that promote the arts and community good, fine-tuning a craft of storytelling and creating compelling pieces that engage a wider audience.

Experience

KARMA DESIGN | REMOTE | 2023-2024 | Visual Designer

Provided design, layout, prepress production, and client relations management for Karma projects, including the 2023 APEC CEO Summit Journal published by Global Gateway Advisors and the 2024 Valentines' Day campaign for Booth Canyon Orchard.

BIOMIMICRY INSTITUTE | REMOTE | 2019-2022 | Web and Design Manager

- Worked on logo and branding design projects, responsive web and email design, and package and social media graphic design.
- Wrote monthly newsletters and content for social media and multiple websites engaging audience members in reconnecting to nature.
- Designed, built, and launched websites using Wordpress and provided writing, editing, and proofreading support.
- Collaborated closely with colleagues on group calls and attended regular staff meetings.

ROOSEVELT INSTITUTE | NEW YORK, NY | 2015-2017 | Communications and Design Consultant

- Responsible for art direction, design, and proofreading of all communications across multiple platforms.
- Designed print invitations, reports, donation appeals, email campaigns, and websites.
- Part of the core team in a rebranding process with Free Range Studios which included a new logo, language, and website.

TRANSPORTATION ALTERNATIVES | NEW YORK, NY | 2010-2015 | Web and Design Director

- Oversaw and art directed all major design and web development projects on both print and online platforms.
- Ensured brand consistency and designed print collateral, apparel, responsive emails, and websites.
- Built interactive assets (donation forms, surveys, event registration forms) that connected to a CRM and constituent database.
- Managed consultants, freelancers, and staff teams and collaborated with staff in regular meetings.

BROOKLYN ARTS COUNCIL | BROOKLYN, NY | 2007-2010 | Graphics Associate

- Designed logos, print materials, emails, and web graphics for in-house exhibits and artist grant programs.
- Edited, proofread, and designed online and print communications.

Education

BOSTON UNIVERSITY | BOSTON, MA | GRADUATED MAY '05

Bachelor of Science in Communications with concentrations in film, visual design, and creative writing. 3.9 GPA.

NEW YORK UNIVERSITY | NEW YORK, NY | JAN - MAY '06, MAR - MAY '13

Continuing studies and professional development in visual design, motion graphics, and web design.

Skills

TOOLS

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, AfterEffects, Premiere)
- Wordpress, Drupal, Squarespace, Wix
- MailChimp, Constant Contact, CRM
- Google Office
- Asana, Trello, Slack, Box
- Final Cut Pro, Avid Xpress, iMovie
- HTML5, CSS3

EXPERTISE

- Print, web, and motion graphic design
- Branding and identity
- Layout, typography, print production
- Photo and video editing
- Creating style guides and pattern libraries
- Writing, editing, and proofreading
- Managing print production processes
- A/B testing, responsive web and email design
- Information architecture, UI and UX design
- Project, team, and time management

KEY TRAITS

- Experienced and Professional
- Empathic and Patient
- Analytical and Creative
- Collaborative and Cooperative
- Curious and Always Learning
- Strong Attention to Detail
- Self-Motivated and Hard Worker
- Honest and Clear Communicator
- Compassionate and Kind