

# PAVIDA SEITZ

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Pittsburgh, PA

## PROFESSIONAL SUMMARY

Results-oriented Graphic Designer offering 13 years of experience, successful at applying technical skills to create designs that inform and engage customers. Clear communicator and collaborative team player with an eye for detail.

## WORK HISTORY

### Hey Frankie — Email Designer

*Remote | 04/2023 — 12/2023*

- Utilized Adobe Creative Suite & Microsoft Office Suite to develop new creative designs for client email marketing campaigns and flows.
- Edited and enhanced existing artwork and graphics.
- Guaranteed designs adhere to company brand standards and guidelines.
- Applied skill in color theory and composition to bring client visions to fruition.
- Implemented design feedback from account managers and clients.

### Agency1903 — Senior Graphic Designer

*Pittsburgh, PA/Remote | 07/2015 — 05/2023*

- Developed creative design for print materials, brochures, banners, and signs.
- Designed creative digital displays used in online advertising.
- Collaborated with content and marketing teams to confirm design compliance with brand guidelines.
- Coordinated with external vendors and suppliers to verify quality and accuracy of printed materials.
- Implemented design feedback from clients and internal directors to improve project outcomes.
- Mentored junior designers and provided design guidance to improve standards of overall team output.
- Created logos, illustrations and typography for various clients, used in branding or rebranding, web design, social media campaigns, packaging and promotional materials.
- Cultivated mobile-friendly designs for variety of platforms.

### American Eagle Outfitters — Graphic Designer

*Pittsburgh, PA | 01/2010 — 05/2013*

- Collaborated with other designers and marketing teams to develop designs for seasonal campaigns and evergreen signage, including print materials and window displays.
- Coordinated with external vendors and suppliers to verify quality and accuracy.

## SKILLS

- Mastery of Adobe Creative Suite (proficient in Photoshop, Illustrator, InDesign, Lightroom), Microsoft Office Suite, Sketch, & Figma
- Self-motivated and able to multi-task, collaborate, and implement creative feedback
- Organized and experienced in changing deadlines and priorities; adaptable and flexible
- Illustration, Sketching & Hand-Lettering Abilities
- Web & Email Design
- Print & Packaging Design
- Logo & Branding Design

## EDUCATION

### Savannah College of Art & Design

*2015 — M.A., Illustration Design*

### LaRoche College

*2010 — B.S., Graphic & Communication Design*

## HOBBIES

Creating and developing designs for stickers, prints, keychains, and shirts.

Creating custom artwork for private clients.

Cleaning up after my two Siberian Huskies.