



GINA NASEEF
CREATIVE DESIGNER

ginanaseef.com



EDUCATION

Kutztown University of Pennsylvania
B.F.A. Communication Design
Concentrations: Graphic and
Interactive Design

Graduation May 2020
3.7 GPA

Dean's List Fall 2017 – Fall 2019

QUALIFICATIONS

*Works well collaboratively,
determined, and goal oriented*

*Proficient in Adobe Illustrator
Adobe Photoshop, Adobe InDesign
Adobe After Effects, HTML and CSS*

AWARDS & HONORS

Kutztown University College of
Visual and Performing Arts
Communication Design Student
Excellence Award Recipient
Spring 2020

KUCD Graphic Design
Senior Award Nominee
Spring 2020

To Death With A Smile Juried
Group Show Kutztown University
Fall 2018

8th Annual Hope & Healing
Juried Art Show Community Award
Spring 2018

ACTIVITIES & INTERESTS

*Lighting, Sound, and Stage Crew
for Musicals & Plays 2011 – 2017*

*Live music fan and avid concert attender.
Some favorites include Bruno Mars,
Ed Sheeran, Harry Styles, and Lady Gaga.*



DESIGN EXPERIENCE

Graphic Design Internship | Lehigh Mining & Navigation | Allentown, PA | Spring 2020

- Worked closely with Art Director, Creative Director, and Production Designer on a variety of different projects including publication design, logo design, and motion graphics.
- Created animated social media posts to promote Lehigh Mining & Navigation.
- Assisted in layout design and comping for multiple client presentations.

Graphic Design Internship | William Fox Munroe | Shillington, PA | Summer 2019

- Worked closely with Art Directors to design and edit a variety of different projects, primarily package and poster design.
- Trained in using printers and assembled projects to send to clients.

Graphic and Web Design Internship | Custom Print It | Pottstown, PA | Summer 2018

- Worked with clients to create t-shirt designs, logos, and spirit wear websites.
- Created social media advertisements, updated social media, and redesigned 4 color tri-fold brochure to educate clients on company services.

Freelance Graphic Designer | Various Clients | Schwenksville, PA | 2015 – Present

- Worked with several different clients to complete tasks such as designing two and three color t-shirts for multiple high school organizations, and a custom engraved wooden box for a gift box for a wedding.

LEADERSHIP EXPERIENCE

Print Lab Monitor | KUCD Print Lab | Kutztown, PA | 2018-2020

- Promoted to Head Lab Monitor for 2019-2020 academic year.
- Trained and advised other print lab employees on printing, taking inventory, troubleshooting printers, and communicated information from superiors.
- Works with students and faculty to print projects on large format digital printers.

Head of Speaker's Committee | KUCD AIGA | Kutztown, PA | 2018-2019

- Worked with students and professors to raise funds and create posters and social media visuals for speakers to visit and host workshops at Kutztown University.
- Communicated by email frequently with speakers or their representatives in a professional manner.

VOLUNTEER EXPERIENCE

Graphic Designer | Kutztown University Designathon | Kutztown, PA | 2017-2019

- Designathon is an 18 consecutive hour pro-bono event in which small student groups are paired with local non-profit clients to create design work including logos, brochures, posters, and more.
- Designed a full color brochure and two full color posters for the Stanhope School located in Schuylkill County, PA, in Spring of 2017.
- Designed another full color brochure for Reading Choral Society to showcase their concert season in Spring of 2018.
- Designed a two color save the date and social media advertisements for Second Harvest Food Bank's Empty Bowls Event in Spring of 2019.