



renee froerer

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1367 Warren Rd.

Lakewood, OH 44107

renee@reneefroerer.com

work experience

American Greetings, Cleveland, Ohio 2004–2008

Graphic Designer

Outbound Branding Team, American Greetings Properties, 2006–2008

Responsible for design and production of marketing and tradeshow collateral for all brands including brand giveaways, sell sheets, look books and advertising.

Completed seasonal style guides from concept to production for Strawberry Shortcake, the Care Bears, Holly Hobbie & Friends and Madballs.

Tracked current fashion and design trends and adapt them to brand style guides.

Reviewed and revised product proposals from licensees. Provided new product concepts for potential licensees.

Actively participated in new intellectual property development including concept, design, and premise writing

Creative Developer

American Greetings Properties, 2005–2006

Assisted in new intellectual property development including design, branding, writing and conceptualization. Reviewed and critiqued intellectual property proposals submitted to AGP.

Target Promo Team Card Planner 2005

Completed conceptual planning of promotional greeting cards exclusive to Target stores.

Conventional Planner 2004–2005

Completed conceptual planning of conventional greeting cards.

Riester-Robb, Salt Lake City, Utah 2003–2004

Graphic Designer

Completed concepts, design, and production of print media and advertisements for Riester-Robb and its clientele.

Utah State University, Logan, Utah 2001–2002

Graphic Designer

Completed concept, design, and production of posters, print ads, and collateral material for events sponsored by the Associated Students of Utah State University, USU's student government.

special projects

Trend Referencing New York City

Created photo installation of 2004 design trends spotted on the streets and in the shops of NYC. Installation was displayed in the card planning department.

Trend Referencing New York City, Renegade Craft Fair

Attended the Renegade Craft Fair in New York City to collect trend reference materials; compiled and submitted style sheet to the AG Trend Council.

Sesame Street "Street Art" Card Planning

Provided concepts, research, copy and art for a series of Sesame Street cards utilizing "street art" trends; completed outside of regular workload.



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Fusion Team Member

Responsible for creating conceptual card layouts to complement new editorial created by the Skywriting team. These concepts were then integrated into the conventional card line.

New Intellectual Property Development Team

Developed new intellectual property concept including art direction and premise writing for entertainment.

awards

National Association of Collegiate Activities First Place Poster, Western Region 2003

Utah Addy award nominee for copywriting, print ad series 2004

Louie Award Finalist for New Baby/Pregnancy card above \$3.00, awarded by The Greeting Card Association

education

Currently enrolled in Interactive Media courses at Tri-C West including HTML and CSS scripting, Flash and Dreamweaver

BFA Graphic Design, Utah State University 2003

French minor

software

Illustrator, Photoshop, InDesign, Freehand, Adobe Acrobat Professional

online portfolio

<http://www.creativehotlist.com/rfroerer>

<http://www.styleportfolios.com/rfroerer>