

GRETA FEIST

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EDUCATION

University of Minnesota - Duluth

(Estimated) May, 2026

Graphic Design BFA (Studio Track), Marketing Minor

Duluth, MN

- Educated at the College of Arts, Humanities, and Social Sciences for Graphic Design BFA.
- Educated at the Labovitz School of Business and Economics for Marketing Minor.
- Maintained a GPA of 4.0 and currently resides on the Dean's List.

WORK EXPERIENCE

Tweed Museum of Art

Oct. 2023 – Present

Lead Student Graphic Designer (Oct. 2023 – Present)

Duluth, MN

- Worked with the director of the museum to establish a marketing plan and brand standards for the institution to build our image.
- Participated in the interview and selection process of hiring new designers for our department.
- Mentored and trained incoming Student Graphic Designers, using leadership skills.
- Oversaw all Marketing and Design projects, ensuring that each designer had the resources, information, and communication to complete tasks efficiently and accurately
- Organized channels of communication between Student Designers and positions outside the department to achieve our goals.
- Regularly participated in meetings, presentations, and brainstorming sessions to develop projects.
- Designed posters, signage, directories, social media posts, calendars, labels, event promotion, etc.
- Consistently and creatively used brand standards, establishing an identity for the Tweed Museum.

Northwoods Confections and Gifts Inc.

May – August 2024

Graphic Design and Marketing Intern

Duluth, MN

- Created digital and print media assets, enhancing brand identity and driving engagement on platforms such as Instagram, TikTok, and Facebook.
- Developed marketing materials to support and execute promotional campaigns and objectives both digitally and for printed purposes.
- Interacted with customers, including working the register, answering questions about our inventory, and directing them through the store.
- Sustained and organized, fully stocked, and clean sales floor.

KidCreate Studio (Eden Prairie)

May – Dec. 2023

Lead Art Teacher

Eden Prairie, MN

- Prepared materials and art supplies for classes on a weekly basis.
- Managed a classroom of a varying number of students (4-20 at a time).
- Preserved a focused and productive classroom environment, ensuring emphasis on lesson content.
- Nurtured an engaging learning environment that encouraged students to be creative and ambitious.

Carver County Dairy Association

Carver County Dairy Princess

Apr. 2020 – Mar. 2023

Waconia, MN

- Advocated for the dairy industry by explaining the production of dairy products, the care given to the animals, the nutritional benefits of those products, etc.
- Attended various events over the years such as the Carver County Fair, parades, nursing homes, town gatherings, ice cream socials, etc.

Various Clients (Self-Employed)

Freelance Graphic Designer

Oct. 2020 – Present

Cologne, MN

- Curated a collection of signs for a wedding ceremony using a cohesive color palette and theme.
- Designed a logo for a friend's family farm to be used on posters, t-shirts, trailers, and business cards.
- Communicated with clients, taking their feedback to improve the overall design and client experience.
- Designed various t-shirt designs for my school and community.

AWARDS AND ACHIEVEMENTS

- **Dean's List**, Fall 2022 – Fall 2024
- **Best of Class Scholarship**, Fall 2022 – Spring 2026: Awarded to Minnesota residents who rank #1 or #2 in their high school class with a 3.9+ GPA.
- **Annual Student Exhibition 2024**: Two of my artworks were chosen by a jury to be showcased in the Annual Student Exhibition at the Tweed Museum of Art in Duluth Minnesota.
- **Howard Lyon Merit Scholarship**: Awarded to Graphic Design Students at UMD for academic achievement and involvement in design.
- **Fresh Foundation Exhibit Skill Award 2022**: Won an award for Technical Skill in the Fresh Foundations Exhibit at the Tweed Museum of Art in Duluth Minnesota.
- **Purple Ribbon Winner**, 2020, 2021, & 2023: Won three Purple Ribbons at the Minnesota State Fair for work submitted in the fine arts category.
- **Grand Champion Winner**, 2020, 2021, & 2023: Won three Champion Ribbons at the Carver County Fair for work submitted in the fine arts category.

SKILLS & INTERESTS

- **Skills**: Proficient in various Adobe software (Photoshop, Illustrator, InDesign, After Effects, & Premiere Pro); WordPress and Divi web design; Knowledge of Figma (Fig Jam Boards, design Files, and Slide Decks), Google Suite; familiar with Microsoft Office; Apple Software; physical organization.
- **Interests**: drawing; painting; animation; film/television; photography; hiking