

Amanda Krähe

I'm a designer specializing in art direction and branding.

About Me

Hello, my name is Amanda Krahe. I'm a designer driven by a passion for branding and art direction. With a background in advertising, visual design, and creative strategy, I'm constantly seeking opportunities to broaden my creative skill set and take on new challenges. Committed to continuous growth, my goal is to create meaningful work that not only elevates the brands I collaborate with but also allows me to bring a unique perspective and valuable contributions to team-driven projects.

 amandakrahe.com

 amandakrahe@gmail.com

Awards

The Quiet Campaign Merit for Radio

The One Club Young Ones (2024)

The Quiet Campaign Shortlist for OOH Posters

The One Club Young Ones (2024)

Skills

Advertising Design
Art Direction
Branding
Illustration
Motion Graphics
UX/UI Design

Software

Adobe After Effects
Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe Premiere Pro
Figma

Education

Advertising and Digital Design BFA

FIT (Pursuing 2023 - 2025)

Communications Design AAS

FIT (2021 - 2023)

Experience

Creative Intern

Onda Public Relations (June 2024 - Sept. 2024)

Collaborated with the Chief Strategy and Creative Officer to design advertisements, social media content, and packaging for various clients, ensuring alignment with brand strategies and client objectives.

Freelance Designer

(Jan 2019 - Present)

Designed packaging, album covers, merchandise, logos, and UI for a diverse range of clients, delivering creative solutions tailored to brand identities and target audiences.

Sales Associate

Double RL Ralph Lauren (Seasonally May 2022 - Aug. 2024)

Used strong communication skills to engage customers and drive sales. I consistently met targets by leveraging my brand knowledge and visual merchandising expertise.

Assistant Property Manager

Krähe Homework (Seasonally Jan. 2019 - Present)

Exhibited attention to detail and strong communication skills in meetings with subcontractors and during property inspections. Reliable and trustworthy, consistently managing operations and resolving issues effectively.

