



Charlie Czechowski

Graphic & Web Designer

Charlie Czechowski is a San Francisco-based designer and foodie. Working with such renown academia as Stanford University, she has curated campaigns that help advance educational programs through original print and web design. Her collaboration with food outreach organizations like the Culinary Institute of America, Google and the University of California, Riverside allowed her to promote and advocate culinary development and healthy nutrition.


EDUCATION

University of California Riverside
Bachelor's of Humanities, Studio Art
Focus: Digital media and graphic design

SKILLS

Adobe Photoshop CS6, Illustrator CS6,
InDesign CS6, HTML 5, CSS, Sketch, Final
Cut Pro and Autodesk Maya

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 designingsf.com

Academic Experience

2013-15 **Graphic Designer** Stanford University

- Develop new visual identities and layouts for Stanford Dining, Hospitality, Housing and Conferences web pages
- Execute design conversions across multiple platforms and devices (web, mobile web, IOS and Android platforms)
- Work closely with web development team to ensure technical feasibility and correct design implementation
- Develop a digital signage program that reaches 64 strategic business units and features video, static and interactive visuals
- Collaborate with social media specialist to ensure that brand identity standards are met

2010-13 **Graphic Designer** University of California, Riverside

- Design artwork for music venues, dining establishments, and housing options for a campus of 24,000
- Produce a variety of print and digital advertisements: pamphlets, menus, posters, banners and handbills
- Collaborate with upper management, copywriters and 2 other designers to create web and print material within quarterly deadlines
- Establish and manage relationships with printing and marketing vendors
- Assist and give creative direction for photo shoots
- Create layouts and samples for exterior and interior store graphics for more than 10 dining locations

2009-12 **Director of Marketing** Associated Students Program Board

- Manage and coordinate marketing campaigns for entertainment events with up to 18,000 in attendance
- Collaborate with 18 other directors to build and produce programs and art installations
- Conceptualize, order, and distribute promotional items during campus events working with a budget of up to \$20,000