

# anika KRONAUGE

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## EDUCATION

### California Polytechnic State University, San Luis Obispo

- › Bachelor of Science, Graphic Communication
- › Graphics for Packaging Concentration
- › Conferred June 2020
- › Member of Alpha Chi Omega Sorority
- › Deans List: Spring 2018, Spring 2019, Summer 2019, Winter 2020, Spring 2020

### Universidad Rey Juan Carlos

Fall 2018

Madrid, Spain

- › Intermediate Spanish fluency
- › Cal Poly Affiliate Study Abroad Scholarship

## TECHNICAL SKILLS

### Adobe

- › InDesign, Illustrator, Photoshop

### Microsoft

- › Word, PowerPoint, Estimating with Excel

### Production

- › Esko Kongsberg Digital Cutter, Esko ArtiosCAD
- › Flexographic, Offset Lithographic, Screen Printing, Dye Sublimation and Gravure printing processes

### Additional

Photography, HTML, CSS, Squarespace

## PACKAGING & DESIGN EXPERIENCE

### Graphic Design Intern | June 2019 - May 2020

BLACK MARKET WELLNESS / San Luis Obispo, California

- › Work side by side with the owner to produce high quality graphics for marketing collateral and product labels.
- › Utilize Squarespace to redesign website as a clean, easy way for customers to purchase and learn about each product as well as the company itself.
- › Brainstorm new and innovative package designs to attract new customers and establish customer loyalty.

### Packaging Design Competitor | Winter 2020

PAPERBOARD PACKAGING ALLIANCE / San Luis Obispo, California

- › Design and construction of a unique package over ten weeks as a submission to the annual Paperboard Packaging alliance competition.
- › Collaboration with an interdisciplinary group from the Graphic Communication, Graphic Design and Industrial Packaging departments.

### Senior Project | Winter 2020

San Luis Obispo, California

- › Developed a multi-layer scheduling tool to be used by special education teachers for kids with Autism Spectrum Disorder working along side a special education teacher producing multiple prototype designs.
- › Conducted research on how children with Autism spectrum disorder learn to understand audience.
- › Learned how to use the Esko Kongsberg cutter to cut and produce prototypes.

### Sales and Marketing Intern | Winter 2019

UNIVERSITY GRAPHICS SYSTEM / San Luis Obispo, California

- › Assisted UGS Sales Manager in weekly tasks to help increase UGS's client base.
- › Coordinated weekly tabling on campus to spread brand awareness.

### Marketing Assistant | April 2018 - August 2018

BROWDER PAINTING / San Luis Obispo, California

- › Assisted the owners in developing a social media presence as well as marketing collateral for their brand.
- › In charge of hiring and delegating a team of neighborhood flyer droppers/ cold callers in order to advertise painting services.

## ADDITIONAL WORK & VOLUNTEER EXPERIENCE

### Event Sales Coordinator & Client Liaison | June 2018 - March 2020

CAL POLY CORPORATION / San Luis Obispo, California

- › Assist in the daily operations of the Ticket Office; including mailings, answering phones, filling orders and other duties as assigned.
- › Help in resolving customer seating issues, while remaining knowledgeable and current with upcoming shows to effectively accommodate customers.

### Volunteer | September 2017 - Present

STAND STRONG / San Luis Obispo California

- › Participate in various efforts to raise donations and goods for local women's shelter through affiliation with Alpha Chi Omega Sorority.