

Desirée Solenberger

portfolio

desireesolenberger.com

contact

+41 79 775 25 07

desiree@srfam.com

view linkedin:

Desirée Solenberger

honors & awards

Gold, Animation, AEJMC Festival of Visual & Interactive Media

2024 Watermelon Law

SCHC Senior Thesis Grant

2024 Equaling \$930

Student Silver Addy, American Advertising Association,

Midlands Chapter

2023 Lose the Layers

Award of Design Excellence,

FL3tch3r Exhibit Student Awards

2023 Eco Series, Alpha Airlines, Human-Centric Design

Honorable Mention, UCDA 2023 Student Poster Design Initiative

2023 Human-Centric Design

C-IDEA Design Award

2023 Human-Centric Design

skills

Adobe Creative Cloud

InDesign – Publication Design

Photoshop – Photo Editing

Illustrator – Typography, Illustration

After Effects – Basic Animation

Figma, XD – Prototyping, Responsive Design, UI/UX Design

Premiere Pro – Video, Audio Editing

DSLR Photography – Studio

professional experience

Design Intern – Span | Chicago, IL

Created a research-led project exploring local effects of climate change.

Conducted a wayfinding and signage audit across a geographical area.

Used participatory design methods in a community engagement workshop.

Collaborated with three studio members on six separate projects in the

realms of design research, experience design, interactive, motion,

video editing, and strategy.

May 2024 - August 2024

Designer – The Design Studio | Columbia, SC

Designed and delivered branding and responsive web design

projects to four local clients and one national client.

Collaborated with nine other highly motivated students.

August 2023 - May 2024

Graphic Design Intern – Finatics | Boston, MA

Created 250 social media assets for an audience of 123K on Instagram.

Contributed to greater than a 25% increase in account followers.

Optimized website and mobile imagery for four campaigns.

Designed a tabloid newspaper highlighting the brand's mission.

September 2023 - December 2023

education

University of Illinois, Chicago / HGK FHNW

The Basel Academy of Art and Design | Basel, Switzerland

MDes / MAS in Graphic Design I, Iconicism and Graphic Design II, Mediality

Expected Graduation: September 2026

University of South Carolina - South Carolina Honors College | Columbia, SC

Bachelor of Arts in Visual Communications, Minor in Art Studio (Graphic Design)

BA Honors Thesis: "Applied Sustainable Design Practice: Promoting Circular

Fashion on USC's Columbia Campus," Thesis Director: Meena Khalili

Expected Graduation: May 2024 | GPA: 3.98

leadership & extracurriculars

Social Media Chair – Carolina Club Dance

Developed a cohesive brand identity to increase presence on campus.

Created social media assets, including graphics and video content.

August 2022 - May 2023

Public Relations Assistant – Fashion Board USC

Co-creative director for a photoshoot highlighting overconsumption in

the fashion industry that resulted in a digital publication series.

Designed graphics for social media accounts to raise awareness for club

events and current trend forecasting.

January 2023 - May 2023