

designer | **ruth weinekoetter**

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address
35 Kingston Street | Yarraville VIC 3013

experience | **work**

1998 to Present

Freelance | Melbourne | Australia

Design Lead and Art Director

Including, but not been limited to strategic concept development, design and production for various clients; covering web-design, identity work, packaging, printed collateral, book design, vehicle wraps, as well as in-house agency work. Strategic concept development, managing existing brand guidelines or furthering new clients, is fundamental to all my work. Client examples:

Adapt Partners | Executive recruiting firm

Lecker | Cookbook

ADT Solutions and Services | IT Consultancy

Ruthiebelle | Handmade gift and goods

Bo Yoga | Independent Yoga instructor

TCK Solar | Solar company

Bastion Brands | Business consultancy and advertising agency:

Ellis Jones | Communication, design, research and digital agency with social impact

Guylian Chocolates and Roche Pharmaceuticals

2015 to Present

Deutsche Schule Melbourne Christmas Market | Melbourne | Australia

Biggest community-organised Christmas Market in Australia

Co-Organiser and Creative Director

Over the last four years I took on a leading role in the realisation of the annual Christmas Market at the Deutsche Schule Melbourne (a small independent bilingual school).

- Tripled the market income within four years
- Designed and implemented a Christmas Market brand for all wayfinding and other market signage, and sewed aprons to unify outfits for all volunteers
- Worked with another designer to create comprehensive packaging solutions for market goods
- Managed individual market teams to ensure quality of products and activities, and worked closely with the stallholders and volunteer managers to make room for stalls and to staff the event
- Created the market map designing the layout for optimum market flow
- Represented the Christmas Market committee on SBS German Radio
- Coordinated the production of up to 70 gingerbread houses, baked and decorated hundreds of gingerbread biscuits, as well as created and oversaw the production of various other market goods

January 2016 to May 2017

Bastion Brands | Melbourne | Australia

Business consultancy and advertising agency

Senior Designer

- Designing and some project development for a largely pharmaceutical client base, such as *Novartis*, *Amgen*, *Pfizer*, and more
- Liaison to accounts team to keep the creative team organised and work flowing
- Mentored Junior Designer
- Art-direction for photo-shoots and extensive projects
- Worked closely with account team to bring projects to life
- Designed for print and digital media, including everything from large scale conference stands to printed collateral, as well as web design, e-detail visual aids etcetera
- Production consultation

experience | **work** [continued]

2008

The Creative Works (formerly *Publicity Works*) | **Melbourne** | **Australia**
Advertising agency for strategy, design and digital

Senior Designer

- Designed printed and on-line material for a client base stemming mostly from superannuation funds and unions
- Brand management for companies such as *VISY*, *Australian Super* and other Industry Super Funds

2005 to 2006

KopfKunst | **Münster** | **Germany**
Communication agency for advertising, design and PR

Art Director

- Structured the work flow of the design team, including scheduling, art direction and project management for new and existing clients
- Developed strategic and innovative marketing ideas and communicated them personally or in tailored proposals to clients
- Managed and art directed projects from original concept through production, be it print material, web-content, promotional items, signage or photoshoots
- Upheld brand identities for established clients. This particularly included,
 - *bad&heizung Konzept AG*, an umbrella company partnering with sanitary equipment and heating firms throughout Germany
 - *Agozal Oberflächenveredelung – A ThyssenKrupp Steel Company*, a firm producing galvanized steel and respective products
- Attended press checks and directed vendors
- Used the office management program *PMII* to efficiently organise workflow, proposals, hours, client and vendor communication, as well as billing

2005

cyclos design | **Münster** | **Germany**
Full-service design studio

Senior Designer

- Designed and managed the brand identity of *WAECO International*, manufacturer of cooling systems
- Initiated, organised and art-directed annual photo shoot for *WAECO*'s main catalogue
- Created and executed conceptually fresh ideas for new and existing accounts

1998 to 2004

Korn Design | **Boston** | **United States**
Full-service design studio

Senior Designer / Art Director

- Managed a variety of client accounts from initial concept development through final execution; work included print, environmental and web design
- Clients included, among others, *Charles Hotel*, *Hilton Hotel Logan Airport*, *Commonwealth Hotel*, *Harvard Medical School*, *Massachusetts Institute of Technology*, *Brigham and Women's Hospital*
- Set up strategic marketing plans
- Art directed photo shoots for high-end projects
- Aided in selection process, as well as supervised junior designers and interns

skills | **professional & personal**

Adobe InDesign CC	Microsoft Office	General craftiness
Adobe Photoshop CC	UX Design	Sewing
Adobe Illustrator CC	Fluent in German	Multi-passionate

design & communication | **education**

1995 to 1998

The Art Institute of Boston | Boston | United States
BFA in Graphic Design, May 1998, *high honors*

1992 to 1995

Emerson College | Boston | United States
1993-1994

BS in Mass Communication, May 1995, *cum laude*
Concentration: Film

Emerson College | Los Angeles Center | United States

January-May 1995

Internship program in Los Angeles, California

EIIC-Emerson | Maastricht | The Netherlands

1992-1993

European Institute for International Communication

experience | **teaching**

1997 to 1998

Assistant Teacher at The Art Institute of Boston
Typography III and Figure Drawing I

design | **honours**

June 2005

AIGA | Best of New England Design Show
Rest of Show Award – Hotel Commonwealth In-Room Guestguide

Spring 2005

Rockport Publishers “The Typography Workbook”
MIT Newsletter *BiblioTech* and *cashmere.com* logotype included in publication

May 2004

American Library Association [ALA] | Best of Show Competition
Honorable Mention - Fundraising Materials/Programs/Events
Annual Appeal Brochure 2003 for the MIT Libraries

June 2003

AIGA | Best of New England Design Show
Best of Show Award – *cashmere.com* Packaging
Rest of Show Award – Korn Kalendar 2002

January 2003

Gold CASE Award | Two color newsletter
BiblioTech – News from the MIT Libraries

May 2001

Strathmore Gallery
MAX Ultimate Food – Identity and Stationery System

design | **references**

References are available upon request