

designer | **ruth weinekoetter**

email  
ruthweinekoetter@yahoo.com.au

mobile  
0448.157.040

portfolio  
ruth-weinekoetter.com

address  
35 Kingston Street | Yarraville VIC 3013

experience | **freelance**

1998 to Present

Including, but not been limited to, strategy 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.

**Adapt Partners** | Executive recruiting firm

**ADT Solutions and Services** | IT Consultancy

**Bo Yoga** | Independent Yoga instructor

**Bastion Brands** | Business consultancy and advertising agency:

*Guylian Chocolates and Roche Pharmaceuticals*

etc.

**Lecker** | Cookbook

**Ruthiebelle** | Handmade gift and goods

**TCK Solar** | Solar company

**15 Feet Tree Maintenance** | Commercial and residential arborist firm

experience | **work**

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
- Some supervision of Junior Designer
- Working closely with account team to bring projects to life
- Designing 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

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

*KopfKunst continued on next page*

## experience | work [continued]

2005 to 2006

- 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

## 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

## skills | professional & personal

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

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