

# Savannah Frantisak

hello@savfrantisak.com

@frantisak.design in /savannahfrantisak

## education

### BACHELOR OF FINE ARTS IN GRAPHIC DESIGN MINOR IN MARKETING

The University of Akron, Graduation: December 2022

- President's List or Dean's List: 2018–Present
- Multiple Professional Workshops in Marketing focused on Content Writing and Data Automation

## design experience

### GRAPHIC DESIGN INTERN

Mustard Seed Market & Café Marketing Department  
May 2021–February 2022

- Design a variety of in-store signage, flyers, giveaways, social media, and promotional emails for several products, events, and audiences
- Create branding for new product lines containing multiple applications
- Work closely with the Marketing Department to update and apply signage changes throughout the stores to optimize customer experience

### STUDENT MARKETING ASSISTANT II

UAkron College of Business & Professional Development Office  
February 2020–June 2021

- Assist the CoB & PD staff with the implementation of a complete marketing program and promotion initiatives to communicate content through college-wide program brochures, social media, flyers, event logos, infographics, presentations, and more
- Develop and oversee the project request and execution process, including supervision of the Student Marketing Assistant I position

### FREELANCE GRAPHIC DESIGNER

April 2020–Present

Nuclearer

- Design logo, website, and branded presentations for Nuclearer, a nonprofit start-up company dedicated to the research and implementation of nuclear energy, which was a finalist in 2020 UAkron start-up competition

Rodger That Heating & Cooling

- Create brand identity and apply to varied collateral including t-shirts, flyers, signage, product pages, and more for a local HVAC business

### GRAPHIC DESIGN STUDENT ASSISTANT

UAkron University Communications and Marketing  
May 2019–February 2020

- Designed logos, flyers, web banners, billboards, pamphlets, mailers, and more for various UA organizations, departments, and events
- Followed guidance from department leaders and used critical thinking to effectively communicate with and ensure satisfaction of UCM clients

## work background

### INTRAMURAL SPORTS OFFICIAL

UA Student Recreation & Wellness Services, January 2019–August 2019

### SHIFT MANAGER AND WINDOW ATTENDANT

Durbin Magic Freeze—Barberton, Ohio, April 2016–October 2018

## proficiencies

- Adobe Creative Suite
- Highly adaptive learner and creative problem solver with attention to detail, accuracy, & efficiency

## involvement

### AMERICAN ADVERTISING FEDERATION—AKRON

Student Member since 2020

### UA BALLROOM DANCE CLUB

Active Member since 2017

- Build & teach routines, design flyers, jackets and social media posts, plan events, and serve as VP of Recruitment

### ALPHA GAMMA DELTA

Women's Fraternity—Omega  
Active Member 2017–2021

- Served as Director of Merchandise, and Vice President of Chapter Programming, and member of the Marketing Committee

### UNIVERSITY OF AKRON PANHELLENIC COUNCIL

Active Member of Greek  
Community 2017–2021

- Served on Executive board as Vice President of Communication, co-lead Recruitment Task Force and campus-wide Recruitment Team

## interests

- Ballroom and Latin dancer & instructor
- Volleyball player and referee
- Avid volunteer for The Akron Canton Regional Foodbank, The Red Cross, and The Brooklyn Exchange Club
- Music lover, dog owner, and ice cream enthusiast

