

ADELAIDE RECKLING

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SUMMARY

Multiple-disciplinary designer with a focus on CPG design. Experience in developing both digital and print graphics for clients to create or align with a brand identity.

TECHNICAL SKILLS

Technical: Adobe Suite (Photoshop, InDesign, Illustrator, Xd), Figma, Miro, GitHub, HTML5, CSS, JavaScript, InVision, Salesforce, G Suite, Microsoft Office, Canva

UX/UI: Prototyping, Wireframing, Responsive Design, Typography, Color Theory, Atomic Design, Info Architecture

PROJECTS

[Crunch Attack](#) (Illustrator, Photoshop):

Created a concept and subline for a new Pirate's Booty form of crunchy puffs

[Fiore](#) (Illustrator, Photoshop, HTML, CSS, Javascript, Bootstrap, Visual Studio Code):

Conducted brand strategy to fulfill Wildflower Studio's "Fiore" Brand Bootcamp prompt

PROFESSIONAL EXPERIENCE

The Hershey Company (Austin, TX) - Associate Designer Adaptive Design (CPG) SEP 2021 - PRESENT

- Created special packaging assets, successful sublines, and rebrands in Hershey's Salty Snack Division
- Promoted from working in the Salty Snacks division to working on all Hershey brands
- Assigned design lead of Paqui Chips and Pirate's Booty snacks

ADELAIDERECKLING.COM (Remote) - Freelance Designer OCT 2018 - PRESENT

- Designed logos, apparel, print, social media graphics, brand style guides, and web design for performance artists, small businesses, and charity events

The Knot WorldWide (Austin, TX) - Account Executive JAN 2020 - DEC 2020

- Successfully managed a sales pipeline from start to finish working towards a group goal
- Exceeded monthly quotas and was promoted after nine months to handle larger accounts

Glossier (Austin, TX) - Offline Editor OCT 2019 - JAN 2020

- Chosen as an in-real-life experience host and managed one of the most successful Glossier Pop-Ups

Innovant PR (Houston, TX) - Graphic Design Temp AUG 2019 - OCT 2019

- Created web and print graphics, assisted in designing insignias, tracked SEO and CTR
- Designed insignias that later inspired the Professional Collegiate League logos

Yellowberry Company (New York City, NY) - Marketing & Graphic Design Intern JUN 2017 - AUG 2017

- Provided maintenance with Shopify, created graphics, and handed social media accounts as the sole graphic designer for the company

Chapter Council (Athens, GA) - Apparel and Design Chair NOV 2015- JAN 2018

- Designed apparel and logos for Greek events while collaborating with local and national designers

Chris Bailey Photography (Houston, TX) - Assistant Photo Editor DEC 2014 - FEB 2015

- Enhanced and edited professional photographs with Adobe programs

EDUCATION

The University of Georgia (Athens, GA) 2018

A.B. Communication Studies; New Media Studies Certificate

The University of Texas (Austin, TX) 2021

UX/UI Certificate