

KLARA MOECKEL

D I G I T A L D E S I G N E R

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EDUCATION

MS - Strategic Communications

Columbia University

New York, NY

2027

- Other: GPA: 3.35

BFA - Advertising & Digtail Design

Fashion Institute of Technology

New York, NY

09.2021 - 05.2023

- Minors: Art History | Psychology | Communication | Creative Technology
- Awards: Directors Award | Peter Vogel Gold Leadership Key
- Other: GPA: 3.66 | Cum Laude | Phi Theta Kappa | Honor Roll / Deans List

AAS - Communication Design

Fashion Institute of Technology

New York, NY

09.2019 - 05.2021

- Other: GPA: 3.72 | Summa Cum Laude | Phi Theta Kappa | Honor Roll / Deans List

Mixologist

American Bartender's School

New York, NY

02.2020 - 03.2020

WORK EXPERIENCE

Product & Packaging Designer | Orbit Innovations

New York, NY

03.2025 - current

- Lead buyers meetings to collaborate on costing and align product development with budget goals.
- Design products and packaging in compliance with licensing agreements from Universal, Disney, Peanuts, and many more.
- Partner cross-functionally to ensure designs are both innovative and cost-effective throughout the development process

Product & Packaging Designer | iWorld

New York, NY

05.2023 - 03.2025

- Worked on multiple seasons at the same time, creating 3D renders for product and packaging designs.
- Contributed to building the Health & Beauty department from scratch, playing a key role in its successful launch.
- Implemented an effective organizational system that enhanced work flow efficiency and project management capabilities.

Packaging Designer | Enchanté Living

New York, NY

12.2022-05.2023

- Developed packaging designs tailored to diverse brand identities and lifestyles, ensuring market relevance and appeal.
- Provided design expertise and support to other teams, ensuring cohesive and high-quality project outcomes.
- Collaborated cross-functionally to create cohesive brand experiences through impactful packaging design solutions.

Graphic Design Assistant & Secretary | FIT Student Life

New York, NY

09.2021 - 05.2023

- Designed graphics for social media, flyers, and posters to promote campus events.
- Assisted in organizing activities and answered student inquiries about clubs and campus life.
- Enhanced student engagement and information through effective visual communication & administrative support.

Orientation Leader | FIT Student Life

New York, NY

07.2020 - 05.2023

- Designed graphics for social media, flyers, and posters to promote campus events.
- Assisted in organizing activities and answered student inquiries about clubs and campus life.
- Enhanced student engagement and information through effective visual communication & administrative support.

Social Media Manager | Foundation PR

New York, NY

08.2022 - 12.2022

- Produced engaging TikTok videos and Instagram photos by capturing product footage and photography.
- Implemented creative strategies to enhance brand visibility and audience engagement across platforms.
- Collaborated closely with marketing teams to align content with brand messaging and drive increased socialmedia presence.

Art Director Intern | Fingerprint Group

Saratoga Springs, NY

06.2022 - 08.2022

- Worked with a team of interns to help re-brand a non-profit account campaign to ensuring cohesive messaging.
- Led client presentations and participated in pitches, collaborating closely with an art director.
- Brainstormed innovative branding strategies for pharmaceutical clients to enhance market presence.
- Designed ads, logos, products, and various deliverables to meet client needs and maintain brand identity.

Director of Communication & Secretary of Student Affairs | FIT SGA

- Managed email communications, senate, & council activities while also serving as a designer and social media coordinator.
- Coordinated refunds for flight prices affected by COVID-related changes, ensuring responsive support for financial concerns.
- Contributed to policy implementation and rebuilt the SGA website to improve student experience and governance.

New York, NY
09.2021 - 05.2022

Computer Navigator | Fashion Institute of Technology

- Provided assistance in computer labs, troubleshooting digital and print-related issues for students and faculty.
- Helped users navigate software applications and resolve technical challenges related to digital and print formats.
- Ensured smooth operations in computer labs by addressing and resolving a variety of digital and print problems efficiently.

New York, NY
09.2021 - 05.2022

Manager | Sarabeth's West Restaurant

- Trained employees for full role coverage and implemented operational improvements based on customer feedback.
- Managed inventory by tracking accuracy, assessing variances, and analysing daily sales reports.
- Set development goals for staff, upheld high business standards, and ensured adherence to company policies.

New York, NY
01.2021 - 08.2021

Bartender | Wicked Willy's

- Implemented closing procedures to maintain operational efficiency and uphold business integrity.
- Managed bar operations, recalling drink recipes, and assisting with reopening after the COVID shutdown.
- Closed shifts by recording daily financial transactions accurately and ensuring accountability in financial reporting.

New York, NY
07.2020 - 01.2021

Barista | Maison Kayser

- Provided prompt and friendly customer service in a fast-paced environment as a counter server and barista.
- Prepared and served a diverse range of coffee beverages and pastries with a focus on quality and presentation.
- Efficiently managed customer orders, adhering to company standards and maintaining a clean and organized workspace.

New York, NY
07.2019 - 03.2020

Barista | Uncommon Grounds

- Provided excellent customer service by efficiently managing orders & maintaining a clean and organized workspace.
- Prepared & served sandwich orders, coffee, & various beverages at a bagel shop, ensuring accuracy & quality in every order.
- Demonstrated proficiency in crafting beverages while adhering to established recipes & standards.

Saratoga Springs, NY
09.2018 - 01.2020

Server | Cafe Extrablatt

- Provided attentive and friendly service as a server, ensuring a positive dining experience for patrons.
- Managed customer orders with efficiency and accuracy, demonstrating strong knowledge of menu items and specials.
- Collaborated effectively with kitchen and bar staff to ensure timely delivery of food and beverages to guests' satisfaction.

Hannover, DE
07.2017 - 07.2018

Background Actress | Staatsoper Hannover

- Designed graphics for social media, flyers, and posters to promote campus events.
- Assisted in organizing activities and answered student inquiries about clubs and campus life.
- Enhanced student engagement and information through effective visual communication & administrative support.

Hannover, DE
06.2017 - 07.2018

Counter Server | Holändische Kakao Stube

- Provided attentive service in a cozy atmosphere, ensuring customers enjoyed high-quality pastries and beverages.
- Assisted customers with their orders, maintaining cleanliness and organization of the service area.
- Upheld high standards of customer service and product presentation throughout shifts.

Hannover, DE
10.2016 - 06.2017

Digital Design Intern | VisionConnect GmbH

- Gained proficiency in Adobe AI & PS, learning essential skills for graphic design and visual communication.
- Applied AI & PS techniques to create and refine digital assets, contributing to various design projects.
- Developed a foundational understanding of graphic design principles and digital tools through hands-on experience.

Hannover, DE
03.2016 - 04.2016

SKILLS & INTERESTS

- Software: Adobe CS (Photoshop, Illustrator, InDesign, Dimension, InDesign, Premiere Pro, After Effects) | Figma | Microsoft Office
- Soft Skills: Problem-Solving | Communication | Adaptability | Time Management | Leadership
- Interests: Theater | Books | Baking | Cooking | Skiing | Knitting | Operas | Ballet | Trying Out New Things