

# AUDREY KRUGLE

GRAPHIC DESIGNER | MARKETING MATERIALS | ILLUSTRATIONS | PRINT PRODUCTION | CREATIVE BRANDING | BUSINESS OWNER | PHOTO EDITING

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## **FOUNDER OF BLACK WHITE BEIGE CLOTHING**

**2019- CURRENT**

OWNER, DESIGNER, CREATOR  
BLACK WHITE BEIGE, LLC.  
BLACKWHITEBEIGE.COM

## **EDUCATION**

THE ART INSTITUTE OF PORTLAND, OR  
APPAREL ACCESSORY DESIGN  
CLASS OF 2007

## **PROGRAMS & SOFTWARE**

MAC & PC PROFICIENT  
ADOBE PHOTOSHOP  
ADOBE ILLUSTRATOR  
ADOBE INDESIGN  
AFTER EFFECTS  
LIGHTROOM  
MICROSOFT OFFICE  
SHOPIFY  
JOOR ACCESS  
MAILCHIMP  
MAC PAGES/NUMBERS  
SM- TIK TOK, INSTAGRAM, FACEBOOK, ETC  
CANVA  
CAPCUT  
AND MORE

## **PROFESSIONAL SKILLS**

PHOTO EDITING  
GRAPHIC DESIGN, MARKETING MATERIALS  
GRAPHIC DESIGN, FASHION  
LOGOS  
COORDINATING PHOTOSHOOTS  
BRANDING MATERIALS  
SOCIAL MEDIA  
ONLINE STORE SETUP AND MAINTENANCE  
EMAIL MARKETING  
FASHION ILLUSTRATIONS, DIGITAL AND PRINTED  
FASHION FLATS, SKETCH AND DIGITAL  
TECH PACKS  
WORKING REMOTE WITH FOREIGN COUNTRIES IN PRODUCTION  
RELATIONSHIPS WITH PRINT, DYE, FABRICATION AND  
PRODUCTION HOUSES

## **ABOUT**

14 YEARS OF EXPERIENCE IN JEWELRY, FASHION, DESIGN, AND RETAIL IN LOS ANGELES, CALIFORNIA. FROM OREGON, AN ART INSTITUTE GRADUATE, ADEPT AT BOTH FREELANCE AND FULL-TIME ROLES. ENJOYS DESIGN, EXPLORATION, HIKING, DISCOVERING NEW RESTAURANTS, ENGAGING WITH SOCIAL MEDIA, AND FOSTERING CONNECTIONS WITH FRIENDS. A PERPETUAL LEARNER, CONSTANTLY PURSUING NEW EXPERIENCES AND SKILL DEVELOPMENT. ADDITIONALLY, HOSTS THE PODCAST "TALK BABY TO ME," ACCESSIBLE ON VARIOUS PLATFORMS

## **FREELANCE DESIGN**

**2016-CURRENT**

GRAPHIC DESIGN AND PRODUCTION FOR FASHIONOVA, OTHER RETAILERS  
ALBUM & RECORD COVERS FOR VARIOUS ARTISTS  
MARKETING GRAPHICS AND PRINTABLES FOR VARIOUS COMPANIES  
TOUR MERCHANDISE FOR VARIOUS MUSICAL ARTISTS  
CDTFA VOGUE COFFEE TABLE BOOK FOR REBECCA de RAVENEL  
MANY MORE VIA LOVEINK.COM

## **FEEL THE PIECE / TYLER JACOBS-**

**HEAD GRAPHIC DESIGNER/ ONLINE STORE MANAGER | 09/2016-05/2018**

SHOPIFY EXPERT- RAN ONLINE STORE AND PERFORMED ALL UPKEEP  
DESIGNED ALL MARKETING MATERIALS FOR BOTH PRINT AND WEB  
DESIGNED 40+ GRAPHICS PER SEASON  
TECH PACKS FOR 100+ PLACEMENTS PER SEASON  
SOURCED PRINTERS AND MANAGED PRODUCTION OF GRAPHICS DESIGNED  
NEW BRANDING MATERIAL AND LOOKBOOK CREATION  
CONDUCTED PHOTOSHOOTS FOR LOOKBOOK, E-COMM & SM

## **COLETTE JEWELRY**

**MARKETING/STORE BUILD/MANAGER | 12/2015-03/2016**

HIRING, MANAGING AND TRAINING STAFF  
COMPLETE STORE BUILD AND DESIGN ON MELROSE PLACE  
ONLINE STORE MAINTENANCE/DESIGN AND PRODUCT UPKEEP  
MARKETING MATERIAL / LOGOS, LOOKBOOKS, BUSINESS CARDS, ETC.  
SOCIAL MEDIA AND BRANDING  
MERCHANDISING RETAIL STORE AND SHOW DISPLAY CASES  
TRAVELING TO SHOW NEW COLLECTIONS INTN'L AND DOMESTIC

## **STILLWATER THE BRAND**

**GRAPHIC DESIGN/MARKETING/ASST. | 01/2014 -07/2015 /FREELANCE**

BRANDING OF NEW COMPANY  
SEO AND BUILDING OF WEBSITE LAYOUT, INCLUDING GRAPHICS  
ALL SOCIAL MEDIA FOR STILLWATER THE BRAND  
OUTREACH AND MARKETING TO BLOGGERS COLLABS WITH BRANDS  
GRAPHIC DESIGN FOR ALL SCREEN PRINTS/TECH SHEETS  
CREATED ALL MARKETING MATERIALS, LOOKBOOKS, E BLASTS, WEB

## **TYLIE MALIBU RETAIL/ TYLIE MALIBU DESIGN OFFICES**

**MANAGER/DESIGN ASST. | 05/2013- COMPANY END 01/2014**

MANAGED & HIRED STAFF  
MERCHANDISED STORE  
MAINTAINED PRODUCT INVENTORY  
MET WITH BUYERS AND SELECTED PRODUCT TO RETAIL

## **DESIGN OFFICE**

MARKETING AND SOCIAL MEDIA FOR WEBSITE  
GRAPHICS FOR WEBSITE, MARKETING MATERIALS AND EMAIL BLASTS  
SEO WORK FOR WEBSITE AND COMPANY  
DESIGN GRAPHICS FOR CLOTHING AND HANDBAGS