



Marketing/Graphic Designer
colleenmschneider.com

(262) 923-0737 | cmschneider28@gmail.com | Milwaukee, WI.
www.linkedin.com/in/colleen-marie-schneider

An emerging visual designer with experience in brand identity, digital design, and multimedia storytelling across B2B and B2C environments, I am detail oriented and driven to keep learning with a passion towards crafting designs that elevate customer experience and drive engagement.

EDUCATION

University of Minnesota, Twin Cities – Minneapolis, MN

Bachelor of Fine Arts, *Graphic Design*
Study Abroad Experience, *Florence, Italy*

December 2025

GPA: 3.98

January 2025 - April 2025

PROFESSIONAL EXPERIENCE

Perlick

Brand Marketing Intern

Milwaukee, WI

May 2025 - September 2025

- Collaborated with the marketing team to reimagine an immersive product training event experience through digital and printed collateral thus enhancing guest experience and forming a template for future internal guest experiences.
- Implemented new brand guidelines on 12 internal PDFs, 7 PowerPoints, and 5 catalogs utilizing InDesign and PowerPoint, reinforcing and further developing the newly molded company identity.
- Assisted with studio photography setup, lighting, and editing for new products using Adobe Photoshop and Premiere Pro, increasing shoot efficiency and producing high-quality assets used across marketing and digital channels.

Top Floor Tech

Digital Design Intern

Milwaukee, WI

May 2024 - August 2024

- Designed internal networking event logo using Illustrator, and collaborated with the Marketing team on what direction the internal identity will be applied to future branding and merchandise applications.
- Researched AI prompts for creating user personas and customer journey templates in order to reduce department inefficiencies and help decision makers understand who their target audience is, and how their website design can best reach those customers.
- Employed existing brand initiatives through development of an ebook template on Canva with 22 page layouts that show clients short magazine content including informational graphics, image descriptors, long and short-form text to enhance the company's presence.

Marlin Technologies

Marketing Intern

Menomonee Falls, WI

June 2023 - March 2024

- Collaborated cross-functionally with sales and engineering partners to update 8 existing product sell sheets and 12 new product sell sheets on Adobe InDesign to improve formatting and design a system of universal icons to simplify and unify complex concepts around significant product features.
- Effectively captured and communicated brand identity to consumers through a series of 5 company culture videos created on Adobe Premiere Pro, resulting in a 35% increase in reach and brand awareness on social media.
- Piloted the company's first marketing-specific role, pioneering marketing initiatives through basic auditing and website upkeep using WordPress and spearheading new branding initiatives on Illustrator through development and design of collateral such as company value posters, flyers, and 25 year logo, resulting in brand identity cohesion.
- Bridged the communication gap with the external marketing firm, resulting in increased awareness of the importance of marketing roles at small companies.

TECHNICAL SKILLS

Design Tools: Illustrator, InDesign, Photoshop, Premiere Pro, Lightroom;

Digital Tools: Figma, WordPress, Canva, Microsoft Office;

Other: Basic Photography and Video Editing, Typography, Layout Design