

Amanda Krähe

About Me

My name is Amanda Krähe, I am a digital designer, artist, and aspiring art director. I am currently in my senior year at FIT studying Advertising and Digital Design. With a diverse creative background in advertising, art, music, digital design, and creative strategy, I'm constantly seeking opportunities to broaden my skill set and take on new challenges. Committed to continuous growth, my goal is to create meaningful work that makes an impact in this industry and the brands I work with.



amandakrahe.com



amandakrahe@gmail.com



www.linkedin.com/in/amandakrahe

Awards

Young Ones Merit

The Quiet Campaign Radio Advertisements (2024)

Young Ones Short List

The Quiet Campaign OOH Posters (2024)

Skills

Advertising Design
Art Direction
Brand Identity Design
Illustration
Motion Graphics
UX/UI Design

Software

Adobe Creative Cloud
Figma
Miro

Education

Advertising and Digital Design BFA

FIT (Pursuing 2023 - 2025)

Communications Design AAS

FIT (2021 - 2023)

Experience

Freelance Designer

(Jan 2019 - Present)

Designed packaging, album covers, merchandise, logos, and UI for a diverse range of clients, delivering creative solutions tailored to brand identities and target audiences.

Creative Intern

Onda Public Relations (June 2024 - Sept. 2024)

Collaborated with the Chief Strategy and Creative Officer to design advertisements, social media content, and packaging for various clients, ensuring alignment with brand strategies and client objectives.

Freelance Artist

(Jan 2018 - Present)

I am a mixed media artist who has over the years, sold, donated, and collaborated on numerous art projects in my community. Recently, I had the opportunity to showcase my work at Guild Hall's Clothesline Art Sale in East Hampton, where I shared my pieces with a wider audience.

Sales Associate

Double RL Ralph Lauren (Seasonally May 2022 - Aug. 2024)

Used strong communication skills to engage customers and drive sales. I consistently met targets by leveraging my brand knowledge and visual merchandising expertise.

Assistant Property Manager

Krähe Homeworks (Seasonally Jan. 2019 - Present)

Exhibited attention to detail and strong communication skills in meetings with subcontractors and during property inspections. Reliable and trustworthy, consistently managing operations and resolving issues effectively.