



Pamela Blaeser | Graphic Designer

Minneapolis, MN

Creativity is at the heart of everything I do. I enjoy making impacts through digital and print media and thrive on turning ideas into something tangible and meaningful.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

Sept. 2024 - May 2025

Golden Magazine, Minneapolis, MN

- Create visuals for Golden Blog, merchandise, print, and social media.
- Design cohesive and visually appealing spreads using curated text and imagery.
- Ensure all designs align with Golden's visual identity and branding.
- Attend weekly team meetings and monthly full-staff meetings, actively contribute with ideas and updates.

MULTIMEDIA/GRAPHIC DESIGN INTERN

June 2023 - May 2025

University of Minnesota Housing & Residential Life, Twin Cities

- Create posters, print and digital assets, social media posts, and merchandise.
- Propose ideas in weekly team meetings, generating new concepts and discussing feedback.
- Consistently meet deadlines while improving design skills.
- Build emails using Salesforce Marketing Cloud.

DIGITAL COMMUNICATIONS STUDENT ASSISTANT

Sept. 2021 - June 2023

University of Minnesota Alumni Association, Twin Cities

- Built website pages and event postings for community engagement.
- Designed material for events using Adobe Illustrator and InDesign.
- Curated images, videos, links, and descriptions of events for email.
- Utilized problem-solving strategies: Fixed broken links, misspellings, errors, and image sizes on the website.

COMMUNICATIONS INTERN

Jan. 2021 - Apr. 2021

City of Shakopee, MN

- Designed promotional materials for social media, website, and community outreach.
- Designed logos and branding for community events.
- Followed brand guidelines and used approved logos, graphics, and text.
- Met weekly with team about goals, client deadlines, ideas, and feedback.

CONTACT

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EDUCATION

University of Minnesota,
Twin Cities - May 2025

Bachelor of Fine Arts,
Graphic Design

Minor in User Experience (UX)

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Fresco

Salesforce Marketing Cloud

Figma

Canva

Illustration

Layout Design

Branding

UX Design

Photo Editing

User Research/Testing

Learning Adobe After Effects