



## Brand and Digital Designer with Marketing Expertise

With over 10 years of experience in design, I help brands and products show up clearly and consistently. I focus on brand and digital design, creating simple, intuitive experiences for web and product. I combine design and marketing thinking to build work that not only looks good, but also works well and connects with people.

### Work Experience

2014 - Present (Remote / Worldwide)

#### Freelancer

Depending on the project, I work at the intersection of marketing, brand design, and product & web development. I help startups and companies in Fintech, Insurtech, and Edtech build strong brands and user-centered digital products.

04/2023 - 08/2024 (Vienna)

#### Design Manager | Rendity

I enhanced the investment platform Rendity by creating a user-friendly iOS app and redesigning the website. Additionally, I implemented targeted marketing initiatives to increase brand awareness.

01/2019 - 06/2020 (Berlin)

#### Design Manager | PaulCamper

I was responsible for the brand strategy at PaulCamper, a camper rental platform, and developed the corporate identity as well as performance marketing materials. I also collaborated closely with the UI/UX team and planned marketing campaigns and trade show booths.

05/2016 - 05/2018 (Berlin)

#### Art Director | Brandshake

At Brandshake, a design agency specializing in brand strategy and identity design, I was responsible for creating new brand identities for various clients, as well as designing and implementing websites and marketing materials.

### Expertise

#### Further Education

Social Media Marketing

Google Ads and Search Engine Optimization

After Effects - Animationsdesign (basic)

#### Language

English B2  
German (Native)

#### Experience

Photography, MVP, User tests, Sprints (Scrum), Retrospektiven, Tailwindcss, html und css, iOS, Shopify, Webbuilder: Wix, Webflow, Elementor, Divi, ...

### Education

2012 - 2014 (Vienna)

#### Communication Design and Marketing | WAK

I completed my studies at the Werbeakademie Vienna in marketing communication and graphic design, gaining skills in creative design and strategic communication.

# eva gauper



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## Work Experience

11/2015 - 02/2016 (Berlin)

### Trainee Graphic Design

#### Ryzze

At RYZZE, a brand incubator with multiple web-shops, I designed websites, coordinated product photoshoots, handled post-production, and created marketing materials to strengthen brand presence.

05/2013 - 09/2013 (Vienna)

### Intern Graphic Design

#### PingPong Communication

At PingPong Communication, an advertising and film production agency, I designed social media graphics and print materials such as flyers and brochures. I scouted filming locations, developed graphic storyboards for video production, assisted in logo development, and worked as a camera assistant. My responsibilities spanned graphic design, video production, and visual communication.

2004 - 2012 (Vorarlberg & Vienna)

### Various Other Roles

Since the age of 15, I have worked in the hair styling and hospitality industries. Roles included event coordination, waitress, receptionist, kitchen assistant, head hairstylist, trainer and wig maker. These experiences provided me with a broad skill set and the opportunity to explore multiple areas within these industries.

## Tools

Figma, Sketch, Illustrator, Indesign, Photoshop, Premiere, Adobe Express, After Effects, Davinci Resolve, Word, Excel, Powerpoint

Asana, Notion, Trello, Miro, Instapage, Google Analytics, Google Ads, Canva, InVision, Atlassian Jira, Atlassian Confluence, Wordpress, Mailchimp

ChatGPT, Claude Code, Gemini

## About me

Born on February 12, 1989, in Bregenz, Vorarlberg, I lived in Berlin for several years, where I further developed my creative interests. In my free time, I create T-shirt designs using screen printing, play guitar, and am a passionate table tennis player. I am also enthusiastic about exhibitions and international short films.