

Bella Reinhofer

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EXPERIENCE ↓

VSA Partners

ASSOCIATE CREATIVE DIRECTOR, VSA PARTNERS

Jul 2021 – Present

Directing and designing new brand creative for Affirm and Nike.

SENIOR DESIGNER, VSA PARTNERS

Jan 2018 – Jul 2021

Worked across multiple brands with an emphasis on Oshkosh Corporation re-branding and environmental design, Google retail and various beer/beverage packaging.

DESIGNER, VSA PARTNERS

Jun 2016 – Jan 2018

Focused on designing packaging, brand standards and environmental graphics for beer/beverage clients.

(Graduated & back to VSA) →

University of Illinois Admissions

INTERN, UNIVERSITY OF ILLINOIS ADMISSIONS

May 2014 – May 2016

Created brochures and posters, designed web interfaces and wireframes, and treated/took photos for the University of Illinois admissions department.

VSA Partners

INTERN, VSA PARTNERS

Jun 2015 – Aug 2015

Worked with a team of designers to create packaging, visual identity systems and execute against creative campaign strategies.

SKILLS IN PLAY ↓

Brand Identity 😊

Package Design 😊

Environmental / Experiential Design

UI / UX Design

360 Campaigns

Art Direction (creative concepting, photoshoots, client presentations)

EDUCATION ↓

2016 | BFA in Graphic Design

Minor in Informatics

University of Illinois | Urbana-Champaign

KEY ↓

😊 = extra love for it