

■ Hello!

My name is Alexandra Webersberger.

A passionate Graphic-Designer with more than 15 years of hands-on international work experience in all aspects of my trade.

Online, offline, below the line – html, css, RGB or CMYK. I enjoy mastering the wide range of skills that are required to succeed in this demanding field of work. Always keen to take on new tools and keeping an eye out for fresh trends, I promote and live the spirit of „live long learning“. Subscriber to various Design and Marketing Magazines, I generally go through life with my eyes and ears wide open.



■ CONTACT

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■ QUALIFICATIONS

1996 State examination in nursing, Bad Reichenhall

2004 Diploma of Graphic Arts Melbourne, Australia

2014 Certificate Web Developer WBS Training AG, Traunstein

■ CV

Born
02/09/1975 in
Berchtesgaden

September 1993
Finished secondary school,
CJD Berchtesgaden

Oktober 1996
State examination in nursing,
BFSK Bad Reichenhall
Working as a nurse in Germany and Australia
until 2003

March 2001 to November 2004
Diploma of Graphic Arts, NMIT
Melbourne, Australia

Major fields of study:

- Typography
- Print / Finishing

Extracourses:

- Commercial-Illustration
- Screen & webdesign / html

Januar 2005 to March 2007
Graphic Designer with Independent Distillers Australia
Melbourne, Australia

Responsible for:

- All visuals for international Beer Brands such as *Carlsberg, Tuborg, Grolsch, A Marca Bravara*, within their respective CD's
- All visuals for the In-House Brands *Vodka Cruiser, Woodstock Bourbon*
- Print / POS, advertisements, packaging, brochures and illustrations
- New product development and design

March 2007 to August 2007
Freelance-Work & Travel for the agencies Aquent und Artisan
Melbourne & Sydney, Australia

- two months In-House employed with KRAFT-FOODS

Responsible for:

- Milka, Toblerone, KRAFT macaroni & cheese, Vegemite
- Packaging, brochures, labels, POS, recipe booklets

A happy childhood
in the mountains ...

A solid and demanding
choice to become a nurse

Whilst working & travel
in Australia, I was granted
a scholarship to study and
turn my passion into my job!

Top 3 Student-Jobs:
1. Party-DJ
2. Paint Parties for Kids
3. Photoshopping for Studies

Into the wild world of
international Beer brands
and Australian Vodka

After two years, my
desire to explore more of
this vast and wonderful
country finally took over

Seven years abroad
was enough and
so I returned home
to Bavaria



INTERESSTs

Photography

With my camera always ready, I roam the world. Mostly landscapes and abstracts, all shots are taken with the passion to capture the moment. Some of my pictures are for sale on iStock and 500px.

Outdoors and Travel

Outside is home. This is where I charge my batteries, unwind and sort my mind. Travelling gives me the opportunity to meet people and broaden my horizons. It doesn't always have to be very far away to be a rewarding journey. Travelling is a state of mind.

The Arts

Whenever I have the opportunity, I like to go into my shed and work with my printing screens, canvasses and stencils. It's great to have colourful „dirty“ hands every now and then. On the road and everywhere I go, I always keep my sketchbook handy.

Music & Festivals

For as long as I can remember, music has played an important role in my life. Always curious, always eager to find new bands, I regularly visit small festivals around Europe (and I do miss this a lot since the pandemic started)

I found a very exciting position where I had the chance to build up a whole new department

just not enough of "New" Media!

Cold Canvas - hot numbers, a very busy time

Big clients - small studio ...

... but still not enough "New" Media for me

Entering a totally new world: IT-Startup
Wow! Mindblowing experience

But a 120km commute is not for nature-hearted people like me

Outdoor meets Design?
hello!

November 2007 to October 2013

Senior Graphic Designer for Heinrich Sieber GmbH & Co KG
Bad Reichenhall, Germany

Responsible for:

- All nine product catalogues, POS, advertisements, illustrations and other visuals
- Liaising with suppliers, Photostudios and Printers
- Creation of various bag collections, regular trend research while visiting international trade-fairs (Outdoor, Bread&Butter, Pure London etc.)

September 2013 to December 2014

Self-Employment and studies
Bad Reichenhall, Germany

- Full Time study to become a Web-Developer, finished with HD and a certificate. WBS-Training AG, Traunstein, Germany

November 2014 to January 2016

Senior Graphic Designer for WMW (Advertising Agency)
Ainring, Germany

- Advanced my skills in trade fair design, webdesign, newsletter & packaging

Februar 2016 (on going)

Self-Employment as a freelance Designer
Bad Reichenhall, Germany

- CD, logodesign, webdesign, social media & classic media

Oktober 2016 bis Januar 2018

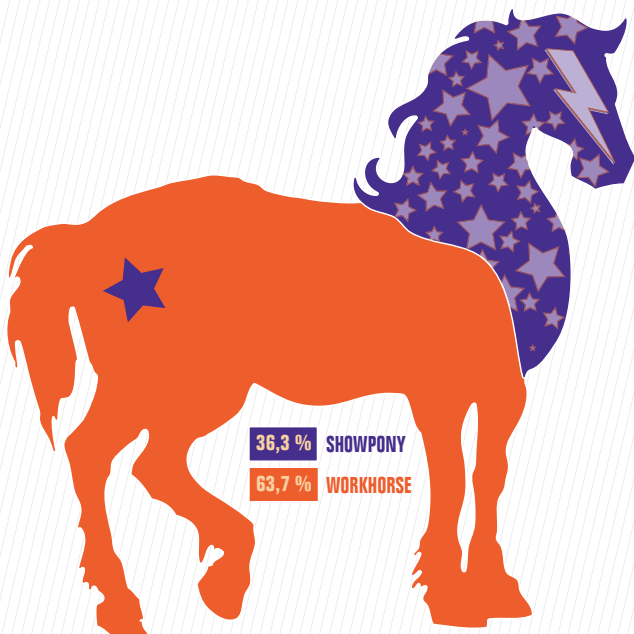
Senior Graphic Designer for OC-Development (IT-Start-up "oneclick")
Prien am Chiemsee, Germany

- Advanced my skills to produce appealing content for social media
- Further development of CI/CD, infographics, icon-design, print brochures
- Designing and programming responsive newsletters
- Webdesign with Wordpress
- Creation of advertising materials

March 2018 to current

Senior Graphic Designer for Mountain-Sports Outlet GmbH
Dingolfing, Office Bad Reichenhall, Germany

- Omnichannel and overall support for the brand, on- and offline, Wordpress front- and backend, social media & blog content
- Facebook Business Manager / FB paid social advertisements
- Developing In-Store retail concepts, seasonal break-up boards, POS
- Re-Design of the promotional leaflet
- Layout and finishing of advertisements, large scale print products
- Content for Webshop (Magento)
- Designing, programming and optimizing responsive newsletters (html, css, Clever Reach & dotdigital)
- Creation of all advertising materials
- General marketing tasks (cooperations, sponsorings, sweepstakes etc.)
- collaboration with an international and remote team in UK and Austria



36,3% SHOWPONY

63,7% WORKHORSE