

Pamela Blaeser

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EDUCATION

University of Minnesota, Twin Cities

Bachelor of Fine Arts, Graphic Design

Minor: User Experience (UX)

May 2025

WORK EXPERIENCE

Graphic Designer

Golden Magazine, Minneapolis, MN

Sept. 2024 – Current

- Create visuals for Golden Blog, merchandise, magazine issues, 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

University of Minnesota Housing & Residential Life, Twin Cities

June 2023 – Current

- 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

University of Minnesota Alumni Association, Twin Cities

Sept. 2021 – June 2023

- 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

City of Shakopee, MN

Jan. 2021 – Apr. 2021

- 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

PROJECT EXPERIENCE

Gopher Grind Brand Identity

Course: Advanced Typography

Spring 2024

- Designed a logo, animation for the logo, and product packaging.
- Made business cards, social media posts, and signage following brand guidelines and maintaining visual identity among designs.

Her Work Opportunities Fair

Course: Service Design

Fall 2024

- Designed a logo and visual identity for a service that supports the challenges small businesses face with a focus on women-owned and women empowerment. Designed posters, event materials, and social media graphics.

SKILLS

Softwares: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Fresco, Salesforce Marketing Cloud, Figma

Technical Skills: Illustration, Layout Design, Branding, UX Design, Photography, Photo Editing, Research

Interpersonal Skills: Communication, Collaboration, Problem-Solving, Adaptability