



Visual Practitioner and Illustrator

ANGELA KRIEG

I'm a visual practitioner and illustrator with extensive experience with companies from all around the world. With a strong passion for telling stories that critique the standards of today, I use visuals as my primary tool for generating solutions. Offering skills in visual communication, brand design, graphic recording and illustration.

I thrive in collaborative spaces and am passionate helping businesses meet their goals using creative problem solving and facilitation.

Working as a visual communicator for Salesforce, Brooklyn Minds, NAMI-NYS as well as numerous non-profits has driven my focus to use creativity to bridge gaps in communication.

CONCEPT TO EXECUTION

DESIGN PROCESS

1

I start with a design brief or call, collect information, and begin designing initial iterations.

2

From here, I present initial iterations for feedback and expand on the original concepts.

3

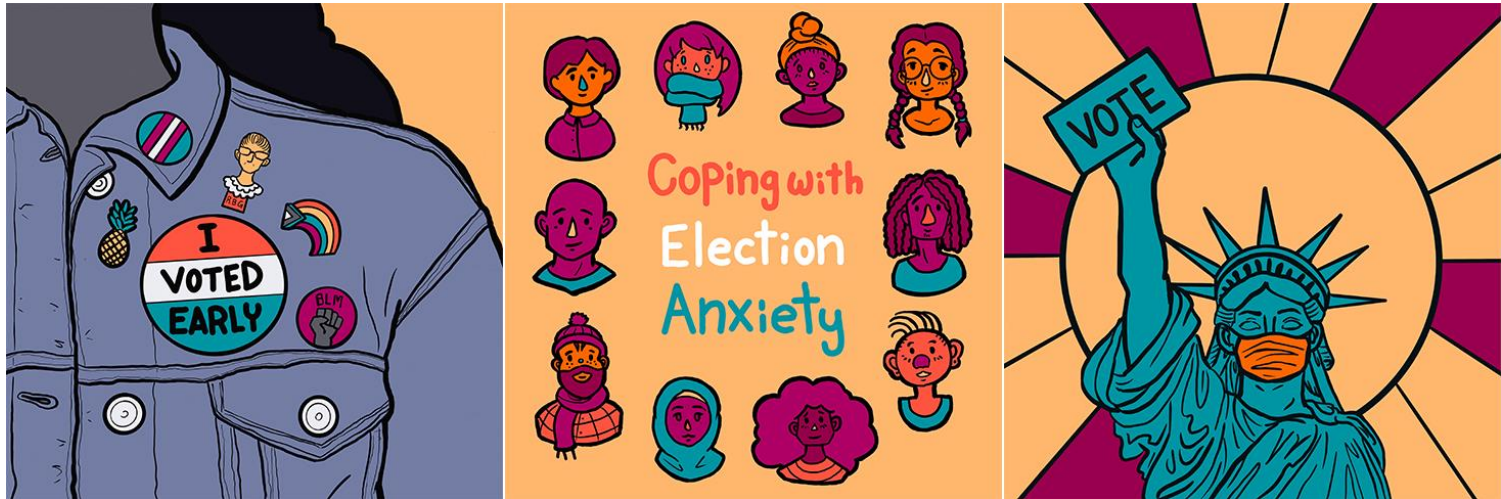
I am then able to work on the execution emphasizing the key aspects of the brief.

4

Complete visual journey with a final design ready for release.

SAMPLE PROJECT

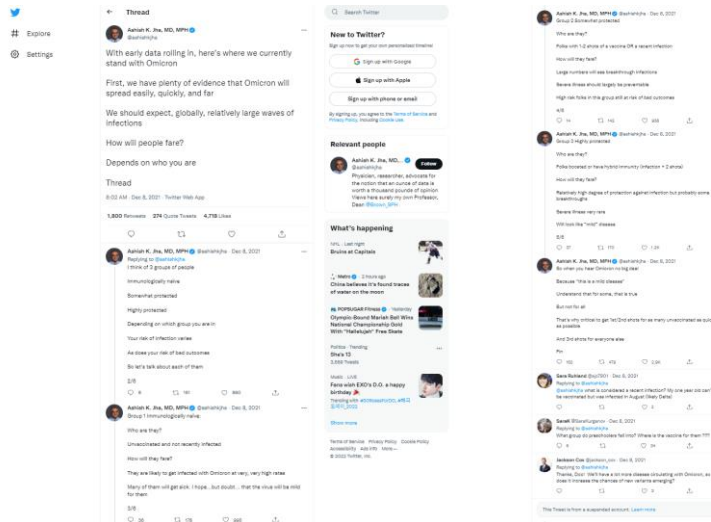
SOCIAL MEDIA CAMPAIGN



Distributed through Instagram, Twitter and Facebook

SAMPLE PROJECT

EMAIL CAMPAIGN



Original Twitter Post

Omicron update

With early data rolling in, here's where we currently stand with Omicron. Omicron will spread easily, quickly, and far. We should expect, globally, relatively large waves of infection.

How will people fare? Depends who you are.

Group 1	Group 2	Group 3
Immunologically naive	Somewhat Protected	Highly Protected Folks
Unvaccinated and not recently infected. They are likely to get Omicron at very, very high rates.	Folks with 1-2 shots of a vaccine OR a recent infection. Large numbers will see breakthrough infections. Severe illness should largely be preventable.	Boosted or have hybrid immunity (infection + 2 shots). Relatively high degree of protection against infection. Severe illness very rare.

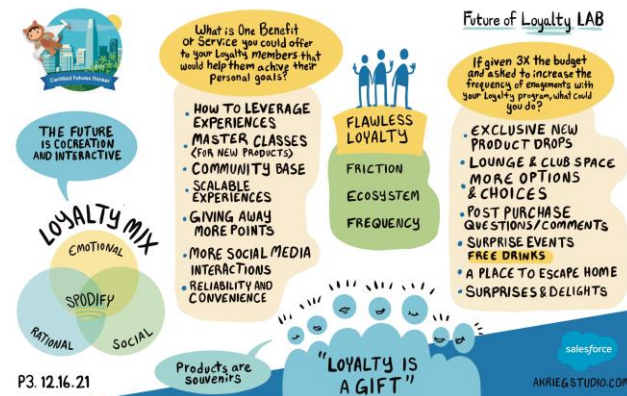
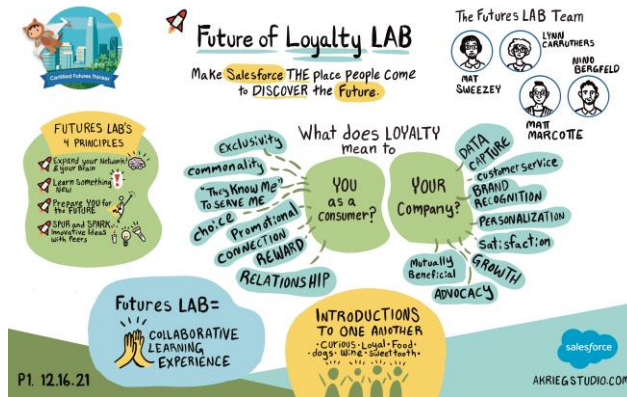
That's why it's critical to get 1st/2nd shots for as many unvaccinated as quickly as possible.

Better health advisors
Source: Ashish K. Jha, MD, MPH
<https://twitter.com/vashishkh/status/1468566641193717765>

Final Design in Adobe Illustrator

SAMPLE PROJECT

GRAPHIC RECORDING



Final 3 page graphic recording created live in a 2 hour virtual meeting using Procreate.

Distributed to participants through email through email.

SAMPLE PROJECT

LOGO DESIGN



Presented by Brooklyn Minds

Podcast logo design



Prototype logo design for
a Women's Golf Club



Logo design for my
personal brand

SAMPLE PROJECT

PRINT DESIGN



Final portrait in Procreate



Final card design in Procreate and Adobe Illustrator