

SAVANNAH FISHER

📍 Cincinnati, Ohio

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INTRODUCTION

I'm a Cincinnati-based designer with six years of experience in graphic design, web design, and marketing.

I create purposeful, visually compelling work—from intuitive websites to cohesive brand materials—that connects with audiences and drives results.

PROFESSIONAL EXPERIENCE

2024
2025

Owner/Freelance Designer

Opal Street Creative Co.

Cincinnati, OH

- Supported a growing tech company's brand consistency across digital, print, and internal collateral—designing marketing campaigns, event materials, and branded content.
- Led web design projects for a local distillery, enhancing user experience and accessibility while implementing SEO strategies and setting up Google Analytics to track engagement.
- Delivered creative solutions across branding, web, and marketing for clients in tech, government, and nonprofit sectors.
- Balanced multiple projects and client needs while maintaining a user-focused, results-driven design approach.

2022
2024

Marketing Communications Designer/Specialist

KOST USA

Cincinnati, Ohio

- Partnered with major private label clients, and national retailers to design packaging that reinforced brand identity, supported regulatory compliance, and aligned with go-to-market strategies.
- Played a key role in developing and executing the brand strategy for Engine Ice®, contributing to a 47% sales increase over two years through targeted marketing and cohesive brand positioning.
- Spearheaded and directed digital media initiatives—leveraging Salesforce and Pardot to boost online leads by 25% and increase customer engagement by 42%.
- Led the end-to-end redesign of KOST® USA's corporate website, improving user experience, navigation, and engagement metrics across key customer segments.

2019
2022

Lead Graphic Designer

Auveco, LLC

Cold Spring, Kentucky

- Promoted from entry-level role to lead graphic designer, collaborating directly with the head of marketing on key creative and marketing initiatives.
- Led production of multiple product catalogs, including all in-house product photography and layout design.
- Developed product packaging, sales collateral, along with both print and digital advertisements achieving a 20% increase in brand visibility on the shelf.
- Managed ongoing maintenance and updates to the company's e-commerce platform, optimizing user experience and supporting revenue growth.

EDUCATION & DEVELOPMENT

2019

AAS in Electronic Media Technology

University of Cincinnati

Cincinnati, Ohio

2024

Certificate in Foundations of UX/UI Design

University of Northern Kentucky

Highland Heights, Kentucky

