



## Tools & Skills

Photoshop	
Illustrator	
InDesign	
Dreamweaver	
Premier	
Photography	
Illustration	
Printmaking	
Copywriting	
Videography	

## Details

Steven M. Dietz  
Graphic Designer & Brand Advisor  
stevenmdietz@gmail.com  
717.660.3599  
stevenmdietz.com

## Education

Pennsylvania College of Art & Design  
BFA Graphic Design, 2009  
Udemy (Online)  
Adobe Premier Pro Masterclass, 2024

## Work Experience

### HSM Advertising

*In-house, June 2017-May 2025*

Senior Graphic Designer serving the Health & Wellness industry. Focus on direct mail and template design for both email and print. Additional responsibilities included preparing artwork for print, organizing and maintaining an extensive file system, copywriting, and collateral artwork for digital and print; including flyers, guidebooks, banners, magazines, and billboards.

### Igloo Ice Cream

*Freelance, 2019-2021*

Full store rebrand including menus and floor to ceiling wall art for two locations in Philadelphia. Social media management and product photography with focus on local and fresh ingredients.

### Vormund

*Freelance, February 2020*

Logo and album layout for local musician. Promotional items included stickers and window posters, as well as product photography.

### Pure Sweets & Co.

*Freelance, March 2016*

In-store signage and menu design for Philadelphia based organic restaurant. Item labels and product photography, custom illustration and template creation.

### Mazzoni Center

*Freelance, 2015-2019*

Worked with center on annual health conference and office posters. Conference design included logo, full guidebook, photo backdrop, name badges, & more.

### Restorative Health Center

*Freelance, September 2015*

Logo and stationery design for wellness-focused chiropractic and holistic health practice.

### Janus School

*Volunteer, 2008*

Worked with fellow design students to develop logo and 4-page pamphlet for a local non-profit located in Mount Joy, Pennsylvania.