ethan koenig
graphic design

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Education

2006 – 2009 The Art Institute of California - San Francisco
Bachelor of Science, Graphic Design
Honor Roll, Deans List

Work Experience

Koenig Fitness **Owner** **2007 – Current**
Obtaining, maintaining, and training clients. Tracking business expenses and earnings. Earning projections. Building individualized fitness, stretching, and diet programs based off of client goals and personalities. Coaching, and communicating. Problem solving.

ApexWellness **Freelance Advertisement** **2009**
Designed a small mailer for the class using, digital photography, typography, Photoshop, and Illustrator. The Gym's logo, and verbiage were provided by the client. Marketing for a power walking tour of San Francisco's hills.

S.F.C.B. **Brochure Design** **2009**
Working with a group of designers to design two brochures for The San Francisco Center For The Book. Managing the printing of the brochure as well as the communication between the printers and S.F.B.C.

Sell - Visor **Packaging Designer** **2006**
Designing a package for the product Sell - Visor that served both for shipping, and housing for display inside of retail stores.

24 Hour Fitness **Personal Trainer Level 3** **2001 – 2007**
Obtaining long term clientele. Servicing their needs and managing them. Leading, motivating, caring for, and teaching clients about the human body. Teaching and instructing clients about nutrition was another key component of Personal Training.

Whole Foods Market **Assistant Herb Buyer** **2000 – 2001**
Whole Foods was my first job in San Francisco. I started out bagging groceries, but my knowledge in supplements, vitamins and herbs allowed me to advance within a couple of months. I assisted in replenishing stock and making sure that stock was ordered on time in the correct amounts.

Hard Skills

Illustrator
Photoshop
InDesign
AfterEffects
Word
PowerPoint
Photography
Concept Design
Branding
Business Management
Client Management
Sales

Soft Skills

Leadership
Listening
Personal Integrity
Organization
Creativity
Communication
Problem Solving
Respect
Focus