



FRAYDIE NEUBERGER

Graphic & Web Designer

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[HTTPS://WWW.FRAYDIEDESIGNS.COM](https://www.fraydiedesigns.com)

I'M A GRAPHIC AND WEB DESIGNER who enjoys turning ideas into clean, compelling visuals, whether that's a bold new brand or a website that just makes sense. I create designs that bring clarity to the clutter, blending creativity with functionality. My style leans minimalist, but never boring; impactful, purposeful, and built to connect.

EDUCATION

DESIGN EDUCATION:

Women's Institute of Torah Seminary and College | 2024–2025

BA in Judaic Studies, Certificate in Graphic Design

Design Alive | 2023

Computer Graphics Live Course

EXPERIENCE

CREATIVE WORK

Womens Institute of Torah Study– Web Redesign Internship | 2025 – Current

- Redesigned and modernized multiple web pages, enhancing both aesthetic appeal and functional performance.
- Developed a refreshed brand identity by redefining color palette and typography to enhance visual cohesion.
- Architected an intuitive site structure and optimized navigation to streamline user journeys and improve engagement.

A Single Impact | 2025

- Led an in-depth brand discovery process through tailored questionnaires and strategic client consultations.
- Created a full brand identity for this nonprofit supporting a diverse crowd of single men and women.
- Designed a memorable logo and brand guide to reflect the organization and maintain a consistent presence across platforms.

Customwise | 2025

- Used clients brand discovery responses to create a distinctive logo and brand colors to promote the client's sales of in the custom software market.

Elite & Rise | 2025

- Created an email marketing flyer to drive attendance for a featured event.
- Applied strong design principles to produce a visually compelling and engaging deliverable.

GENERAL WORK

The Naomi Center | Psychiatric Rehabilitation Counselor | 2024–2025

- Provided individualized mentorship as a Therapeutic Big Sister in The Naomi Center's PR Program.
- Helped children build life skills, emotional regulation, and social confidence in collaboration with their therapists.

The Naomi Center | Therapeutic Program Coordinator | 2025

- Developed schedules and session plans for weekly therapeutic groups, ensuring alignment with program goals.
- Coordinated all logistics, including preparing supplies, creating therapists directions, and managing necessary materials.

REFERENCES

Mrs. Goldie Silberberg | Instructor, Wits & Supervisor, Wits Internship
gsilberberg@wits.edu | 443.722.0652

Sara Rosskamm, LMSW | Supervisor, The Naomi Center
srosskamm@thenaomicenter.org | 410.301.0294

HARD SKILLS UX design: WordPress, Elementor, Wix, Responsiveness, Site Navigation
Graphic Design: Adobe Suite, Branding, Typography, Color Theory, Layout

SOFT SKILLS Communication, Creativity, Critical Thinking, Organization, Adaptability,
Dependability, Attention to Detail, Visual Communication, Presentation Skills

Fraydie