

hello, i'm cal fenske

thebookof.calebfenske.com

hello@calebfenske.com

970.270.3131

me ▾

I am a driven individual with a passion for finding creative answers to design problems. I have a knack for branding, interface design, typography and digital strategy. I'm a detail guy and love collaborative and challenging atmospheres – they tend to breed winning solutions.

education ▾

Colorado Mesa University

Grand Junction, Colorado
BFA in Graphic Design

Hillsong International Leadership College

Sydney, Australia
Cert. IV

associations ▾

AIGA Colorado

2012-2013
| Student chapter President

AIGA Boston

2013-2016
| Contributing writer to boston.aiga.org
| Portfolio Reviewer 2015, 2016

AIGA SLC

2016-present
| Co-Director of Education 2016-2018
| Portfolio Reviewer 2017, 2018

experience ▾

O.C. Tanner

Senior Designer | October 2018 - present | Salt Lake City, Utah

Working with some of the biggest brands in the world, I created internal brands that implemented our custom tools and products for a seamless employee experience.

Fabrica Creative

Creative + Operations Manager | December 2016 - May 2018 | Salt Lake City, Utah

With this promotion, I began to assess and improve internal agency processes like employee engagement, onboarding, time/task tracking, and client engagement. I helped to create a consistent and branded online image for the agency, integrating employee-created content. Additionally, I streamlined creative approvals and reduced agency overhead in software overlaps and other redundancies.

Fabrica Creative

Graphic Designer | July 2016 - December 2016 | Salt Lake City, Utah

As a designer, I helped to double our list of clients in a few short months. I revamped our brand, image, and agency-offered services, taking over the digital design while still helping to maintain our print design projects and create added-value for our clients.

Tocci Building Companies

Graphic Designer | August 2013 - May 2016 | Boston, Massachusetts

As a designer, my roles included: print and digital marketing collateral, signage and wayfinding, website coding and CMS maintenance, content creation, social media, video creation, photography, and art directing.

skills ▾

Agile/Scrum Organization

Jira/Confluence

Sketch

Figma

Adobe Creative Cloud

HTML + CSS

Shopify/Wordpress/CMS

achievements ▾

Design Exchange Boston (DxB)

Multi-faceted Design Conference 2014, 2015

| Helped plan and execute the conference

| Speaker liaison, logistics, media team