

Pia Steidl

Zieglergasse 26/18
1070 Wien

hi@piasteidl.com
+43 699 172 473 18

profession

since 2011
freelance art director, specializing in visual concepts

since 2013 working for agencies like Jung von Matt DONAU, demner merlicek & bergmann, Heimat Wien or WIEN NORD, as well as my own clients like ÖIF, PORR, aks gesundheit, Löwenzahn Verlag or other studios like buero bauer, TheGreenEyl and Bertron Schwarz Frey.

main tasks (excerpt)

ideation, concept and implementation of nation- and europewide 360° campaigns, ideation and layout for books, magazines and screens.

also: rethinking existing brandings and ideating sub-brands, guidelines and templates for national brands and campaigns, screendesigns, storyboards, reports, presentations, research and implementation of various media assets, finishing touches as well as coordination of production.

design education

2015-2018 diploma Mag.art.
class of Graphic Design,
university of applied arts, Vienna
university of arts (UdK), Berlin

2008-2010 Kolleg
Graphic and Communication Design,
die Graphische Vienna

other education (other)

2022 Google **UX Design** certificate

2019 and 2022 Online Courses in
**Social Media Marketing and
Search Engine Optimization**

2019-2020 **certificate in journalism**
Journalistenkolleg,
Kuratorium für Journalistenausbildung,
Salzburg and Vienna

languages German
English

intermediate:
HTML/CSS

beginner:
French
Spanish

hard skills InDesign
Illustrator
Photoshop
Acrobat
Adobe XD
wordpress
Premiere
Sketch
Figma
Canva
MS Office

soft skills highly organized &
out-of-the box creative

analytical & hands-on
problem solver

fast thinker &
quick learner

kind colleague &
benevolent leader