

# Trisha Fritz, BFA

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## Senior Graphic Designer

Senior Graphic Designer specializing in multimedia design, recognized for translating complex concepts into impactful visual assets spanning the healthcare industry. Demonstrates expertise in both print and digital formats and high-quality design execution that establishes hierarchy and enhances style cohesion, consistency, and audience engagement. Solves intricate design challenges independently and iteratively, ensuring seamless collateral handoffs within deadlines. Award-winning collaborator with a reputation for upholding brand standards, fostering client confidence, and contributing to successful project delivery.

## Core Expertise

Adobe Creative Suite, InDesign, Illustrator, Photoshop, Dreamweaver, Animate, Audition, PowerPoint, Articulate, Storytelling, Storyboarding, Brand Systems, Typography, Quality Assurance, Design Direction, eLearning Development, Marketing Collateral, Visual Communication, Feedback Integration

## Professional Experience

### Freelance Multimedia Designer | Prenosis Inc., Dorsett Consulting LLC, TD Fritz Wits Inc. | Remote | Nov. 2024 – Present

*Provide end-to-end multimedia design support for healthcare clients, translating complex and brand-driven concepts into polished visual assets across print and digital channels.*

- Styled print/interactive digital versions of buyers' guide to walk consumers through purchase considerations and a form checklist in an organized, brand-compliant, aesthetic format.
- Developed commercial deck—from a meeting transcript and outline—with visuals designed to influence audiences while accurately conveying singular product value.
- Arranged and bedecked conference-accepted scientific poster to achieve an obvious story flow with illustrative, visualized data.
- Expedited conference booth back wall with stand-offs, podium wrap, and marketing collateral (postcards, bookmark, button pin) to intrigue attendees into investigation and conversation; scaled digital files to templates for third-party printing success.
- Prepared onboarding materials, including updated and enhanced brand guide, company values slick, welcome deck, project kickoff and general-use PowerPoint templates to clarify standards and to unify employee outputs and culture.
- Designed white papers – layout, infographics, and client-branded for engrossing presentations of healthcare products and research findings.
- Produced branded business cards and provided digital file optimized for commercial printing.

### Senior Multimedia Designer | Premier Inc. | Remote, Hybrid, Homestead PA | Jan. 2016 – Nov. 2025

*Drove high-impact multimedia design initiatives for enterprise healthcare audiences and leadership, supporting brand-aligned visual communication across conference and client-facing materials in fast-paced, high-stakes environments.*

- Directed the professional visual presentation of healthcare provider and patient education tools, concept slides, and conference materials while upholding style and brand standards, providing clarity, accuracy, and visual consistency.
- Worked from templates and style and editorial guidelines to ensure alignment with Premier branding, client branding, and co-branding and to support cross-departmental and public-facing communication goals.
- Maintained ownership of department master commercial deck for scalability and version control through content, branding, data, and statistics updates; added visual magic to strengthen impact for client and C-suite audiences.
- Created focused, custom iterations of client project materials (brochures, slicks, PowerPoints, interactive care journey pathways, recruitment invitations, postcards, booklets, promotional items) to inform audiences and to invite conversation.
- Delivered an updated vaccination care journey pathway overnight and incorporated 300 edits across the full suite of tools to ensure webinar attendees received current resources, preserving Premier/Applied Sciences team reputation and safeguarding an at-risk contract.
- Revamped and delivered multi-page interactive PDFs with updated safety information, ensuring consistent formatting and functionality, meeting pharmaceutical standards and client goals within the extended deadline.

- Elevated Breakthroughs Conference presentation quality by stylizing ~500 team and department slides, effectively communicating healthcare research and results to 4,300 attendees—all within a tight two-week timeline.
- Translated complex scientific and clinical information into engaging, accessible visual narratives, supporting education initiatives, decision-making, and stakeholder understanding.
- Formatted white papers and scientific posters to entice readers and amplify content.
- Designed small-batch, customizable e-blasts to maximize clicks, conversions, and uphold design integrity across email clients with versatile code.
- Conceptualized and animated marketing-style videos to elicit viewer action (for example, a campus HepB vaccination promotion).
- Converted PowerPoint slide decks and audio into online monographs and eLearning—based in adult learning theory—for easy user navigation and retention; thorough detailing, problem-solving, and debugging for minimal revisions after handoff.
- Recognized with Team Premier Values Awards in 2021 and 2022 for consistent excellence, collaboration, and impact.
- Co-authored a peer-reviewed medical [manuscript published in the Journal of Prevention of Alzheimer’s Disease](#) (2022), contributing visual content expertise to support research communication.
- Coached co-workers to build technical PowerPoint skills, promoting self-sufficiency.
- Kept Section 508 compliance in mind, expanding audience accessibility for digital outputs.

### **CECITY.COM INC. (ACQUIRED BY PREMIER INC.)**

#### **Senior Multimedia Developer | 2014 – 2015**

- Developed engaging portals, apps per client requirements with streamlined UX/UI to direct, promote positive user experience.
- Applied online adult learning theory to structure content, interactions that enhanced learner engagement, knowledge retention.
- Resolved technical, instructional challenges within responsive digital environments, maintaining functionality and useability through consistent review, testing, and refinement.
- Created focused, custom conference materials (booth panels, brochures, video presentations, supplementary and promotional items) to inform visitors, invite conversation, and advertise.
- Provided insight into best practices and improved/documented organizational processes for multimedia, mentoring colleagues for consistency in thinking and presentation.

#### **Senior Multimedia Designer | 2012 – 2014**

- Tailored extensive website mockups to iterative specifications.
- Built broadcast email HTML, uploaded server files, set up tests and mailing lists, troubleshoot, and distributed emails.

#### **Multimedia Designer | 2011 – 2012**

- Filled execution gaps to develop logical, functionally-sound online course, exceeding client expectations.
- Collaborated with internal teams on course production to structure and align development processes for efficiency.

## **Education and Certifications**

**Paper Stories** | School of Visual Storytelling

**Watercolor Essentials** | School of Visual Storytelling

**Children’s Book Pro** | School of Visual Storytelling

**Writing Children’s Books: The Craft and the Market Diploma** | Graduate Course/Institute of Children’s Literature

**Writing for Children and Teenagers Diploma** | Institute of Children’s Literature

**Bachelor of Fine Arts** | Graphic Design, Minor: Painting | Indiana University of Pennsylvania, Summa Cum Laude

**Ducktorate Degree** | Disney College Program

**Over 48 Continual Learner Credentials** (*see [LinkedIn](#)*) | The Institute for Management Studies, CITI Program, LinkedIn Learning, Lynda.com, Duolingo, Udemy

## **Professional Development**

Duolingo Score 64, Limited working French proficiency | School of Visual Storytelling | SCBWI | 12x12 Challenge | Picture Book Summit | The Complete Picture Book Submissions System | Microsoft PowerPoint 2010 Certificate, YWCA Technology Center | STAR@Work, STAR Leadership, Avid Learner, Inc. | HR & Labor Law, Jackson Lewis, LLP | Projects@Work: Scope Development, Work Breakdown Structure, VBH Consulting | Dealing Effectively With Unacceptable Employee Behavior, SkillPath Seminars | Effective Personal Productivity, Leadership Management International | Sound Design, The New Media Group