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Paul Korfhage

Skills

Adobe Illustrator, Photoshop, InDesign, After Effects, Figma, Sketch, Miro, Framer, Spline, Webflow, WordPress, Slack, Microsoft Office, Google Workspace

Education

B.F.A. Design,
Northeastern University,
Class of 2023

Freelance Design Experience

Website Designer, Advantium Health Network

October 2025 - Present

- Provide maintenance and general support for Advantium's suite of Webflow sites
- Update and maintain news pages and blogs
- Refine site-wide styling and CSS

Website Designer, David Hessler Photography

January 2025 - Present

- Design and implement portfolio website to showcase client's photography projects

Visual Identity & Web Designer, PowerLabs

January 2025 - December 2025

- Design and create visual identity for PowerLabs, including logo, word mark, colors, and typographic treatments
- Build out library of branded assets matching new visual identity
- Design ground-up, fully responsive website

Brand & Web Designer, Masala Club

January 2024 - September 2024

- Develop brand identity for Masala Club, a platform for thought leadership on cultural innovation
- Design graphics for posts, socials, and other channels
- Design and implement fully responsive website

Logo and Graphic Designer, PractiClarity

March 2025 - May 2025

- Create logo, basic visual identity, and slide deck template for PractiClarity

Logo and Graphic Designer, Hunt Biopharma Advisors

January 2025 - March 2025

- Designed logo and introductory brand identity for Hunt Biopharma Advisors
- Created branded assets including LinkedIn graphics, business cards, and basic slide deck template

Graphic Designer, Montclair Environmental Commission

December 2024 - February 2025

- Design logo for township environmental campaign
- Develop accompanying decals, leaflets, and posters to raise campaign awareness

Book Cover Designer, Melodena Stephens

March 2024 - June 2024

- Designed book cover for Melodena Stephens' *Anticipatory Governance*

Graphic Designer, Montclair Environmental Commission

October 2023 - January 2024

- Designed and laid out 48-page Climate Action Plan
- Constructed graphics including graphs, tables, and iconography

Work Experience

Social Media & Marketing Intern, SUMMIT One Vanderbilt

November 2024 - December 2024

- Work as part of SUMMIT marketing team producing content for social media channels, including, but not limited to, TikTok and YouTube Shorts
- Assist with managing social media channels including community engagement and analytics across platforms

Guest Experience Ambassador, SUMMIT One Vanderbilt

March 2024 - Present

- Provide a high level of customer service by engaging guests, answering questions, resolving issues, making thoughtful recommendations, and identifying opportunities to personalize each experience
- Act as a host by greeting and orienting guests, assisting in wayfinding, guest flow, and line management

Lead Website & Brand Designer, Idea

September 2021 - May 2023

- Led brand refresh for Northeastern University's student-led venture accelerator resulting in modernized branding
- Updated logo, typography, color, and other brand assets for more cohesive brand identity
- Redesigned and restructured Idea website to harmonize with new brand

Interaction Design Co-op, Boston Digital

January 2022 - June 2022

- Worked as part of the creative team designing websites and graphics for both client and internal needs

UI/UX & Brand Designer, Trova Inc.

January 2021 - July 2021

- Led full redesign and relaunch of Trova mobile app
- Reworked company branding and marketing guidelines, overhauling colors and typography
- Launched new customer facing site in line with new branding and app interface

Website Designer, Luna Stage

June 2019 - September 2019

- Led a comprehensive redesign of the Luna Stage website
- Implemented new CMS site on Webflow and provided maintenance for first three months