



co-op role and responsibilities

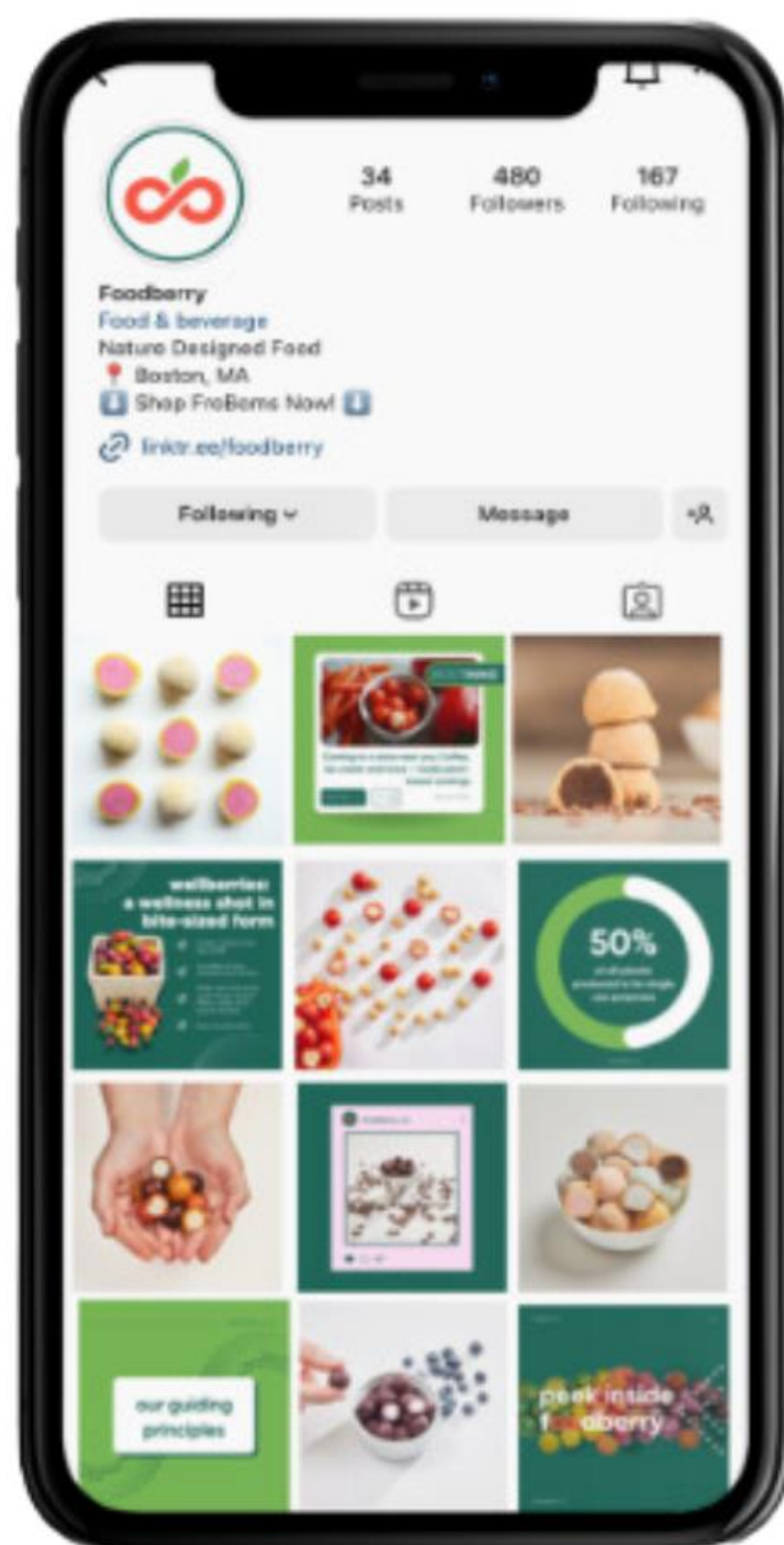
spring 2023 co-op



- Work with Head of Innovation & Products and Head of Business Ops & Marketing to create social media content for Instagram using Adobe Photoshop and Canva to design compelling visuals.
- Design and update product packaging on Adobe Illustrator and Photoshop.
- Revamp internal design elements of the office: including new photography and interior signage
- Create a detailed brand guide that encompasses organization's values, tone of voice, visual identity, and cohesive brand personality.
- Design assets for and edit PowerPoint presentations given by CEO to board members and investors.
- Develop and execute consumer testing surveys, run groups and analyze data obtained
- Represent products and demonstrate products at multiple trade shows; pitch products to partners and customers and distribute samples.

future plans

- This co-op exposed me to a wide variety of tasks and responsibilities that allowed me to develop strong communication skills.
- Foodberry's commitment to making fresh, better-for-you, and sustainable snacks has allowed me to see inside of the food technology realm and learn that I am eager to broaden my horizons and continue working in both the creative and food media fields.
- This co-op also sparked my curiosity in information design and is prompting me to potentially minor in graphic and information design.



foodberry's mission



about foodberry

foodberry's food technology platform transforms wholesome foods into convenient snack products.

foodberry replicates nature's ability to wrap and protect foods with edible, non permeable, plant-based coatings made from fruit & vegetable fibers—in an array of sweet and savory flavors and textures.

course integration

SOCL 2321- RESEARCH METHODS IN SOCIOLOGY

- Applied knowledge of:
- Sampling methods in survey research
 - Creating my own surveys

PHIL 1185 - THE ETHICS OF FOOD

- Integrated knowledge of:
- Food system processes and sustainability
 - Food advertising when creating social media content and visuals

SOCL 1246 - ENVIRONMENT AND SOCIETY

- Applied knowledge of:
- Basic concepts of greenwashing in advertising
 - Adopting more sustainable practices

special project: multimedia brand guide



While creating the brand guide, I developed and enhanced my skills in:



Design and Visual Communication



Branding and Marketing Knowledge



Writing and Editing

Design and Visual Communication

learned to make informed decisions about logo design, color palettes, typography, and other visual elements that reflect and enhance the brand identity.

Branding and Marketing Knowledge

researched and gained insights into how brands are built, positioned, and communicated effectively to target audiences.

Writing and Editing

developed the ability to articulate the brand's messaging in a concise and consistent manner, ensuring it resonates with the target audience.

Illustration & Photo Integration

Graphs, charts and diagrams are great ways to show our food technology. Foodberry shows these data points in both textured painterly style and flat vector style as well as incorporating photographic elements.

