

Alena Rieger

Owner & Creative Director, *Rieger Creative Studio*

Who We Are:

Rieger Creative Studio is a one-woman design + branding practice led by Owner, Creative Director, and Designer Alena Rieger.

Born and trained in Germany, and now based in the U.S., Alena has spent more than 15 years shaping brand identities, packaging systems, and cross-channel campaigns for companies across industries and continents.

In her career, Alena has built a reputation for blending strategic clarity with strong visual storytelling, spanning in-house leadership and independent studio work with a consistent focus on human-centric design that makes an everyday impact.

What We Offer:

Rieger Creative Studio strives to create brand experiences that connect on a human level. We're not just an executor; We act as a true partner who collaborates, leads, and thinks with you, working as an extension of your business to help you reach your goals.

We blend strategy and creativity to develop and grow identities, design packaging, and deliver campaigns that spark emotion and drive real impact.

We are a strategic and collaborative studio that blends big-picture brand thinking with hands-on execution, delivering bold, human-centered design with big-agency expertise and small-studio focus. Clients trust us to bring their vision to life quickly, reliably, and with work that doesn't get lost in translation.

We partner with startups, small brands, and established companies in the B2B and B2C space, with a strong focus on food, consumer packaged goods, and lifestyle industries. Our best relationships are long-term partnerships where we can help brands evolve and grow, but we are equally excited about one-off projects that need clarity and impact.



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