

Annie Pritchard

**GRAPHIC DESIGNER
& ILLUSTRATOR**

contact

239.440.6254
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calamityannie.com

education

Southern Technical College
2014 - 2016
Associates in Graphic Design

hard skills

Software

Photoshop
Indesign
Illustrator
Premiere
Microsoft Office

Proficiencies

Wordpress
Google Suite
Mac
Windows

experience

Love Your Rebellion 501 (c)(3)

Lead Graphic & Production Designer (2017 – Present)

- Designs and manages select pages of the Love Your Rebellion website
- Creates up to 8 annual original graphic campaigns for execution in digital and print advertising
- Graphics increased social media engagement by 30% in 2019
- Manages design and printing processes of semi-annual magazine
- Develops interactive mental health activities in coordination with the organization's cognitive behavioral art therapist

Nature's Way Creating Better Days

Packaging & Graphic Designer (2019 – 2020)

- Designed product packaging, marketing materials, and infographics for the company and their clients
- Managed the creation and delivery of at least 5 annual trade show displays and other print collateral
- Consulted with up to 4 clients at a given time on most appropriate design options to develop and achieve their branding goals within budget
- Supervised internal printing process for over 80 wholesale product labels

HeartStrings Publishing L3C

Lead Illustrator (2017 – 2019)

- Produced over 500 custom full-page digital illustrations for the curriculum
- Storyboarded with Editor In Chief to actualize educational goals
- Identified inconsistencies and created cost-effective solutions

Sidney & Berne Davis Art Center

Lead Graphic Designer (2016 – 2019)

- Constructed an average of 16 annual custom design campaigns (logos, brochures, advertisements, social media, playbills, and flyers) for a multitude of events to double customer engagement
- Devised branded signage and apparel for 2 annual large-scale outdoor festivals to cultivate event aesthetics
- Managed, re-designed, and maintained art center website to improve user experience by 40%
- Created event photography procedures to record documentation of over 60 annual events
- Supervised internal production process of the art center's print-marketing to save at least \$400 annually