



Anna Vanderpool

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🔗 akvdesigns.com

Development:

HTML, CSS, JavaScript, WordPress, Webflow, HubSpot CMS, Bootstrap

Marketing & Analytics:

Email Marketing, SEO, A/B Testing, Web Analytics, ADA/Accessibility

Web Designer

Marketing

Rye, NY (Hybrid) • Jan 2025 – Present

USALLIANCE Financial

- Design and build **responsive web pages, landing pages, digital applications, workflows** and **HubSpot email templates**.
- Led major **campaign launches** across digital and print.
- Assisted the creative director and VP of marketing to design and implement strategic ads on paid search and social.
- Built and maintain a **marketing design system** — 53 email templates, and over 400 creative assets with variations.
- Own end-to-end creative production for 11+ campaigns; email programs have driven a 42.86% peak CTR (vs. 3.2% industry average).
- Redesigned the new member onboarding journey with the UX Architect and vendor team, producing 40+ assets across email and landing pages and personalizing 6 onboarding products.
- Created prototypes, mockups, and staging sites for review and feedback.
- Helped design and implement major brand redesign.
- Monitored website performance metrics, heat maps, and pain points to inform design improvements.

Web designer

Developer

Mahopac, NY • Aug 2021 – Present

Jiggli Media

- Customize WordPress themes and manage plugins/SEO to improve site performance and visibility.
- Design branding assets, social graphics, email templates, and presentations for stakeholders and clients.
- End-to-end video production — research, storyboarding, script writing, editing, and promotional asset creation.

UI/UX Designer

New York, NY • Aug 2021 – Jan 2025

Weasel Warrior Studios

- Conduct UX research (surveys, interviews, case studies) and design interactive UI in Figma, prototyping through to WordPress/HTML/CSS implementation.
- Produce logos, website assets, promotional art, animation, and social content for Instagram, Twitter, and YouTube.

Production Artist

Ossining, NY - Apr 2019 - Nov 2021

IPDemons

- Created 3D and 2D infographics, videos and presentations on various tech products, used to explain device mechanics to juries and judges in patent disputes for companies like Samsung, Eli Lilly and Intel.

Layout Artist

Elmsford, NY - Oct 2018 - Apr 2019

Amscan

- Worked with both licensed and original artwork to design and create product packaging for major media brands like Disney and Dreamworks.
- Produce logos, website assets, promotional art, animation, and social content for Instagram, Twitter, and YouTube.