

Anna Vanderpool

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Portfolio: <https://akvdesigns.com/>

Skills : Photoshop * Illustrator * Wordpress *
HTML * CSS * Javascript * Premiere Pro *
Figma * After Effects * Sketch * AI *
Powerpoint * Maya * Blender * Webflow

EXPERIENCE

FREELANCE ARTIST & CREATOR

MAHOPAC, NEW YORK - AUGUST 2021- PRESENT

Designer at Weasel Warrior Studios:

- UX research through surveys, interviews, and case studies.
- UI interactive design in Figma and sketch, implemented through wordpress.
- Prototype of Website in Figma, utilizing AI to speed up production, to final wordpress integration with html and css.
- Logo, website assets, promotional art, graphics, animation, and social media posts for instagram, twitter & youtube.

Graphic / Web designer at Winky Hosted:

- Proficient in WordPress, including theme customization, plugin management, and SEO optimization to enhance website performance and visibility.
- Ability to create effective presentations, showcasing design concepts and strategies to stakeholders and clients.
- Experience in digital marketing strategies, including social media graphics, email templates, and online advertising.
- Strong SEO skills, implementing best practices for on-page optimization, keyword research, and content strategy to improve website ranking and visibility.
- Demonstrated ability to create branding assets, including logos, business cards, and marketing material, while maintaining brand consistency across all channels.
- Proven track record of collaborating with cross-functional teams, including developers, marketers, and clients, to achieve project goals and deliver outstanding design solutions.

Video Production:

- End to end video production experience including research, storyboarding, script writing, and video editing.
- Create custom assets, graphics, animations, thumbnails and promotional material for use in videos and social media.

PRODUCTION ARTIST AT IP DEMONS

OSSINING, NEW YORK - APRIL 2019 - NOVEMBER 2021

- 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 & RETOUCH ARTIST AT AMSCAN

ELMSFORD, NEW YORK - OCTOBER 2018 - APRIL 2019 (Contract)

- Worked with both licensed and original artwork to design and create product packaging for major media brands like Disney and Dreamworks.

EDUCATION

STATE UNIVERSITY OF ONEONTA AUGUST 2014 - MAY 2018

Major in Graphic Design with a minor in Computer Science. Graduated with a 3.9 gpa, Provost list, Academic Achievement award, Irene G Posthill Scholarship for Women in Leadership.