

# Annie Pritchard

*MULTIMEDIA DESIGNER*

---

## education

**Southern Technical College**

2014 - 2016

Associates in Graphic Design

## hard skills

### Software

Photoshop

Indesign

Illustrator

Premiere

Lightroom

Microsoft Office

### Proficiencies

Wordpress

MilaNote

Figma

Asana

Google Suite

Mac

Windows

## experience

### Habitat for Humanity Lee & Hendry Counties

**Multimedia Design Specialist (2021 – present)**

- Designs print and digital marketing to increase total donor revenue, mission awareness, and engagement of those seeking housing support
- Manages brand consistency in congruence with Habitat International
- Maintains select pages of the Habitat website including blog
- Constructs monthly e-newsletters distributed to +10k supporters

### 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 7 annual original graphic campaigns for execution in digital and print advertising
- Co-manages design and printing processes of semi-annual magazine
- Develops interactive mental health activities in coordination with the organization's licensed mental health counselor

### Nature's Way Creating Better Days

**Packaging & Graphic Designer (2019 – 2021)**

- Designed product packaging, marketing materials, and infographics for the company and their clients
- Re-created, optimized, and maintained company website including 50+ product pages
- Aided the creation of 4+ annual trade show displays and other print collateral
- Consulted with up to 3 clients at a given time on most appropriate design options to develop and achieve their branding goals within budget

### HeartStrings Publishing L3C

**Lead Illustrator (2017 – 2019)**

- Produced over 500 custom full-page digital illustrations for the Kindergarten & First Grade C.A.R.E. Curriculum
- Storyboarded with Editor In Chief to meet educational goals

### Sidney & Berne Davis Art Center

**Visual Design Director (2016 – 2019 + 2020 - 2021)**

- Constructed an average of 16 annual custom design campaigns for a multitude of events to double customer engagement
- Devised branded signage and apparel for 2 annual outdoor festivals
- Re-created, optimized, and maintained art center website to improve user experience and ticket sales
- 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