

# 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



## 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
- Ensures all assets adhere to Habitat International's style guides and branding
- Routinely photographs home dedication ceremonies, edits and makes final selection of photos for print and digital uses
- 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 multiple marketing channels
- Co-manages design, cover photo shoot direction and printing processes of semi-annual magazines
- 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
- Aided the direction of monthly product photoshoots, plus final selection and preparation of photos for print and digital use
- Re-created, optimized, and maintained company website including 50+ product pages
- Monitored production of 4+ annual trade show displays and print collateral

## 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
- Adhered to the demands of the time-sensitive production schedule

## Sidney & Berne Davis Art Center

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

- Constructed an average of 16 annual custom design campaigns
- Supported all marketing content: site, email, social, and advertising
- Re-created, optimized, and maintained art center website to improve user experience and ticket sales
- Created procedures for photography & photo retouching to document over 50 annual events
- Supervised internal production process of the art center's print-marketing to save at least \$400 annually