

Annie Pritchard

VISUAL DESIGNER

education

Southern Technical College

2014 - 2016

Associates in Graphic Design

hard skills

Software

Photoshop

InDesign

Illustrator

Bridge

Microsoft Office

Proficiencies

WordPress

Figma

Asana

Google Suite



Chico's FAS - SOMA

Production Artist (2022 — present)

- Manages the distribution and organization of brand photography on company DAM (image storage hub)
- Assembles physical presentations for executive meetings
- Assists in the color correction and retouching process of brand photography
- Prepares print and digital files for final release

Habitat for Humanity Lee & Hendry Counties

Multimedia Design Specialist (2021 — 2022)

- Designed print and digital collateral to increase total donor revenue, mission awareness, and engagement of those seeking housing support
- Ensured all creative assets adhered to Habitat International's brand guide
- Maintained select pages of the Habitat Lee-Hendry website including blog
- Constructed monthly e-newsletters distributed to +10k supporters

Love Your Rebellion 501(c)(3)

Lead Visual Designer (2017 — Present)

- Designs and manages select pages of the loveyourrebellion.org website with accessibility and functionality in mind
- Creates up to 4 annual original graphic campaigns for execution in multiple marketing channels, including collateral such as: print media, illustrations, graphics, merchandise, banners, social media assets, etc.
- Co-manages design and printing processes of semi-annual zines, centered on self-esteem, social justice, and mental health
- 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 diverse clients
- Re-created, optimized, and maintained company website including 40+ product pages
- Assisted 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 (Compassion, Action, Responsibility, Education.)

Sidney & Davis Art Center

Lead Visual Designer (2016 - 2019 + 2020 - 2021)

- Constructed an average of 12 annual unique design campaigns each year
- Supported all marketing content: site, email, social, and advertising
- Re-created, optimized, and maintained art center website to improve user experience, accessibility, 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