

Annie Pritchard

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WORK EXPERIENCE

Chico's FAS: Soma

Production Artist

2022 – Present

Fort Myers, FL

- Manages the organization of brand photography for preparation in all respective marketing channels, and assists in the retouching / color-correction process of assets therein
- Supports Art Director in building inspirational imagery collections to directly guide on-model and laydown photoshoots
- Creates marketing imagery for national malls in coordination with brand guidelines and seasonal photography

Love Your Rebellion 501(c)(3)

Lead Visual Designer

2017 – Present

Fort Myers, FL

- Creates up to 4 annual original graphic campaigns for execution in multiple marketing channels, including collateral such as: print media, social media + web assets, illustrations, merchandise, etc.
- Co-manages design and print process of semi-annual mental health magazines
- Designs interactive mental health activities in coordination with the organization's licensed mental health counselor
- Redesigned the LYR website to improve user experience and implemented virtual donation avenues to increase donations by +\$1,000 annually

Habitat for Humanity Lee & Hendry Counties

Multimedia Design Specialist

2021 – 2022

North Fort Myers, FL

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

Nature's Way Creating Better Days

Packaging & Graphic Designer

2019 – 2021

Fort Myers, FL

- 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

Fort Myers, FL

- Produced over 500 custom full-page digital illustrations to support the Kindergarten & First Grade C.A.R.E. Curriculum

Sidney & Davis Art Center

Visual Designer

2016 – 2019 + 2020 - 2021

Fort Myers, FL

- Constructed an average of 12 annual unique design campaigns for execution in multiple marketing channels, including collateral such as: print media, social media + web assets, merchandise, etc.
- 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

EDUCATION

Southern Technical College <i>Associates in Graphic Design</i>	2014 - 2016 <i>Fort Myers, FL</i>
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HARD SKILLS

Photoshop
InDesign
Illustrator
Premiere Pro
Bridge
Microsoft Office

PROFICIENCIES

WordPress
Figma
Asana
Google Suite