

# Anna Smith

Graphic & Brand Designer

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## CONTACT

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Windsor, CT 06095

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## EDUCATION

Northeastern University  
Boston, MA

BFA Graphic Design & English  
May 2020

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## SOFTWARE

Figma

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Premiere Pro

Microsoft Office

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## SKILLS

Typography

Brand identity

Illustration

Motion graphics

UX/UI design

Copy editing

Digital photography

Photo editing

Visual storytelling

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## WORK EXPERIENCE

### Privy

Brand Design Manager  
Brand Design Specialist  
Brand Designer

*Boston, MA (remote)*

Mar 2023 – Present

Mar 2021 – Mar 2023

Mar 2020 – Mar 2021

- Develop and maintain brand identity across various channels
- Work closely with marketing team on campaign strategy, creation, and execution
- Maintain current website after assisting in redesign/development
- Work cross-functionally with product and customer success teams to create email templates and customer resources

### OpenView Venture Partners

Graphic Design Intern

*Boston, MA*

Jan 2019 – Mar 2020

- Worked with marketing team to craft assets for campaigns
- Created graphics for social media and other marketing channels
- Designed slide decks for internal and external presentations
- Created printed materials including a book and event signage
- Directed various photography and videography projects

### Dana-Farber Cancer Institute

Design Co-op

*Boston, MA*

Jan 2018 – Aug 2018

- Designed digital and print communications
- Created graphics and animated content for social media channels
- Collaborated cross-functionally with designers and other members of marketing and communications

### The Wilbur Theater

House Photographer

*Boston, MA*

June 2017 – Mar 2020

- Photographed shows and artist meet & greets

Design Co-op

Jan 2017 – June 2017

- Created promotional assets for artists
- Designed posters, billboards, calendars, and social media graphics
- Managed print production, scheduled paid ads and billboards

### Specialty Printing, LLC.

Graphic Design Assistant

*East Windsor, CT*

May – July 2016, July – Aug 2017

- Created visuals and web diagrams to improve press organization
- Designed client-facing and internal presentations
- Created business cards and promotional items for trade shows