

Anna Smith

BRAND IDENTITY & GRAPHIC DESIGNER

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Portfolio: www.annaosmith.com

Linkedin: [in/anna-olivia-smith/](https://www.linkedin.com/in/anna-olivia-smith/)

Skills

Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Premiere Pro) | Figma | Art Direction
Typography | Illustration | Motion Graphics | Copywriting | Web Design | Digital Photography

Work Experience

Kodaris

BRAND DESIGNER

09/2024 – PRESENT

- Elevated Kodaris's visual identity across all branded touchpoints with a system of updated typography, an expanded color palette, icons, illustrations, and 30+ updated website pages
- Produce printed & digital collateral for events including 10+ trade shows and 3 Kodaris user group sessions
- Create presentation decks for internal meetings, sales pitches, public events, and digital webinars
- Provide design support to engineering team to improve usability of Kodaris product

Privy

BRAND DESIGN MANAGER

03/2020 – 09/2024

- Owned the brand design function for a top-rated ecommerce marketing app in the Shopify App Store with 19K+ 5 star reviews
- Concepted and designed campaign collateral including ebooks, podcast branding, educational resources, website landing pages, social media graphics, and animated videos
- Partnered with product team to provide iconography, in-app illustrations, and 30+ email templates

OpenView Venture Partners

GRAPHIC DESIGN INTERN

01/2019 – 03/2020

- Supported strategic marketing initiatives with static and animated content according to brand guidelines
- Prepared slide decks for internal and customer-facing presentations
- Produced printed materials including a 200+ page book, a brochure, and event signage

Dana-Farber Cancer Institute

GRAPHIC DESIGN CO-OP

01/2018 – 09/2018

- Worked cross-functionally with a team of 3 designers to support the communications department with infographics, static and animated social media graphics, and video content
- Contributed digital illustrations and designed spreads for publications including a nationally-distributed annual magazine

The Wilbur Theater

GRAPHIC DESIGN CO-OP

01/2017 – 06/2017

- Designed posters, marquees, social media graphics, and billboards according to artists' brand guidelines
- Coordinated production of theater signage and scheduled digital advertisements
- Photographed 80+ live performances

Education

Northeastern University

05/2020

BA English, Graphic & Information Design | Summa Cum Laude