

ANN WOOD

annwood.design
annparkerwood@gmail.com

Education

University of Louisville

Louisville, Kentucky
BFA Graphic Design | 2017
Cum Laude

University of Westminster

London, England
Semester Abroad | Spring 2016

Experience

Johnson & Johnson

Brand Design II, Pharma | Contract

New York, New York
January 2021–Present

Creates and oversees brand systems to ensure cohesive experiences are expressed across touchpoints. Works closely with internal design team to propose design solutions for business partner's anticipated needs, gaps, and goals. Partners with Strategy team to translate interpreted data points and qualitative user feedback into compelling visuals including identity systems, print collateral, experiential design, and complex user journeys. Collaborates with Digital Design team to ensure brand expression is carried through digital touchpoints and works with Production team to ensure brand values and goals are brought to life through print.

Freelance Brand Designer

New York, New York
February 2020–August 2021

Collaborates with clients in a variety of industries to create and execute brands through visual storytelling. Develops strategy, creates brand concept, designs identity, and produces collateral. Deliverables include logo design, brand identity creation and guidelines, website design and implementation, digital advertisements, digital advertising best practices guide, social media guide, and newsletter strategy guide. Developed personalized design process and business plan to manage freelance clients.

Entrepreneurial Artist

New York, New York
February 2020–August 2021

Partners with boutique art gallery in Louisville, Kentucky and e-commerce platforms to sell designs printed on a variety of mediums. Collaborated with wholesalers to produce collateral and constructed business plan. Created an elevated buying experience through packaging and branding across multiple touchpoints.

VIA Studio

Graphic Designer

Louisville, Kentucky
March 2019–October 2019

Collaborated with design, strategy, and leadership teams to initiate projects, strategically develop brands, and execute identity systems across multiple channels for B2B and B2C clients. Gained experience in areas including, but not limited to, strategy collaboration, brand concepting, campaign development, identity systems, copywriting, environmental graphics, advertising, print design and production, illustration, social media creation and management, brand guidelines, animation, photoshoot prep and styling, photo retouching, web design, and UX & UI.

Junior Graphic Designer

July 2017–March 2019

Collaborated with design, strategy, and leadership teams to develop brands and execute identity systems across multiple channels for B2B and B2C clients. Gained experience in areas including, but not limited to, print design and production, advertising, illustration, animation, photo retouching, web design, and UX & UI.



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Software Proficiency

8+ Years

Adobe

Illustrator
InDesign
Photoshop

Microsoft

Word
PowerPoint

1-5 Years

Adobe

After Effects
Lightroom

Other

Google Suite
Mural
Sketch
InVision
HTML/CSS

Involvement

The Dezine Women's Scholarship

May 2019–present

Helped to create and fund a scholarship with a group of women exemplifying leadership and camaraderie. Conceptualized, facilitated, and debated crucial moments in the formation and participated in the interviewing and selection process.

American Institute of Graphic Arts (AIGA)

New York

July 2020–present

Louisville

April 2016–June 2020

Leadership

Graphic Design Intern Mentor

August 2018–December 2018

Mentored high school intern interested in web design at VIA Studio. Developed curriculum that introduced web design and assigned weekly accompanying tasks. Lessons included introduction to wireframes, UI kit development, accessibility best practices, and more. Developed a cumulative project and oversaw mentee in creation of a paid time off page to live on the company's internal site.

Volunteer

Clean Energy for Joe Biden New York

October 2020–November 2020

Collaborated with the Clean Energy for Joe Biden New York Peer to Peer committee to spread awareness of the Joe Biden presidential campaign. Worked to create messaging and strategy of social media challenge to encourage voting for Joe Biden. Created accompanying graphics for multiple social platforms.

Continued Learning

Adobe Max Conference

October 2020

Brand New Conference

October 2019

Awwwards Digital Thinkers Conference

November 2018