

# ANN WOOD VITTITOW

annwood.design  
annparkerwood@gmail.com

## Education

### University of Louisville

Louisville, KY

**BFA Graphic Design** 2017

Cum Laude

### University of Westminster

London, England

**Semester Abroad** Spring 2016

## Experience

### Johnson & Johnson

**Brand Designer, Pharma**

New York, NY

**Full Time Employee** June 2022–present

**Contract** January 2021–June 2022

Led human-centered design initiatives of companion program brand for Janssen Oncology patients and healthcare professionals. Collaborated with J&J Design teams to define brand system and concept and produce collateral. Continuously evolved the brand with Strategists based on qualitative data. Led concept and proposal build of branded, patient featured photoshoot focused on authentic diversity and inclusion. Collaborated with Strategists to build brand integrations playbook.

*After 1 year, 123 patients enrolled across 34 states and 97% of patients surveyed said they were prepared to start or continue their treatment due to program support.*

*Brand received runner-up in 2021 J&J Design Impact Awards, recognizing projects that showcase strategic design and exceptional craft.*

Collaborated with strategists to create interactive user journeys and tools to synthesize research and data, build empathy, and provide business partners insight in order to make informed decisions.

Designed family of FDA approved patient and healthcare professional facing guides and forms for select companion program utilizing strategic design system.

### Freelance Designer

New York, NY

February 2020–August 2021

Collaborated with clients in a variety of industries to create brand systems and collateral. Deliverables include logos, brand identity guidelines, web design and implementation, and digital ads.

### VIA Studio

**Graphic Designer**

Louisville, KY

**Mid-level** March 2019–October 2019

**Junior** July 2017–March 2019

Collaborated with internal design and strategy teams to initiate projects and develop brands for B2B and B2C clients. Experience includes brand strategy and concepting, ad campaigns, identity systems, copywriting, environmental graphics, print, illustration, animation, photoshoot styling, web, and UX/UI.



annwood.design  
annparkerwood@gmail.com

## Software Proficiency

### 9+ years

#### Adobe

Illustrator, InDesign, Photoshop

#### Microsoft

PowerPoint, Word

### 5+ years

#### Adobe

XD, After Effects, Lightroom

#### Other

Mural, Sketch

## Involvement

### The Dezine Women's Scholarship

May 2019–present

Created and funded a scholarship with a group of women exemplifying leadership and camaraderie in the Louisville, Kentucky design community. Annually participates in candidate interviews and the selection process.

### American Institute of Graphic Arts (AIGA)

#### New York

July 2020–present

#### Louisville

April 2016–June 2020

## Leadership

### Intern Mentor

Louisville, KY

August 2018–December 2018

Mentored high school intern interested in design at VIA Studio. Developed curriculum, taught weekly lessons, and assigned weekly tasks. Created a cumulative project at the end of mentorship program and oversaw mentee in completion.