

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, Pharma
New York, New York

Contract | January 2021–June 2022
Full Time Employee | June 2022–present

Creates and oversees design systems to ensure brands are expressed across touchpoints. Collaborates with internal teams including Strategy, Digital, and Production, along with business partners. Design solutions include, but are not limited to, identity systems, brand integrations, print collateral, experiential design, and complex interactive user journeys.

Freelance Designer
New York, New York

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, digital ads with best practices guide, and social media templates with best practices guide.

Entrepreneurial Artist
New York, New York

February 2020–August 2021

Partnered with boutique art gallery in Louisville, Kentucky, e-commerce platforms, and wholesalers to sell designs printed on a variety of mediums.

VIA Studio
Graphic Designer

Louisville, Kentucky
Junior | July 2017–March 2019
Mid-level | March 2019–October 2019

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

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Software Proficiency

9+ Years

Adobe | Illustrator, InDesign ,
Photoshop
Microsoft | PowerPoint, Word

Additional

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

Graphic Design Intern Mentor

August 2018–December 2018

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

Continued Learning

Adobe Max Conference

October 2020

Brand New Conference

October 2019