

ANN WOOD VITTITOW

annwood.design
annparkerwood@gmail.com

I'm a purpose-driven designer in New York City with in-house, agency, and freelance experience. I use empathy, thoughtful strategy, design best practices, and wit to solve everyday experience challenges and bring brand stories to life. I'm looking to be a part of a team where I can lead conceptual work and execution, while mentoring junior talent and learning from leadership.

Education

University of Louisville

Louisville, KY

Bachelor of Fine Arts (BFA)

Graphic Design 2013–2017

Cum Laude

University of Westminster

London, England

Semester Abroad Spring 2016

Skills

Adobe Creative Suite

Illustrator, InDesign, Photoshop, After Effects, XD, Lightroom, Dimension

Other

Figma, Mural, Sketch, SketchUp, familiarity with HTML/CSS

Design

Branding, design systems, design concepts, brand strategy, identity guidelines, print, digital, brand campaigns, UX/UI, typography, advertising, illustration, marketing, animation, social media, photoshoot styling, wayfinding & environmental graphics

Personal

Articulate, adaptable, collaborative, self-driven, time management skills, presentation skills, communication skills

Interests

Art, psychology, architecture, interior design, urban design, sustainability, healthcare and wellness, accessibility, hospitality, meme culture

Experience

Brand Designer

Coursera | In-house

New York, NY

Contract 10/23–present

Collaborates with design teams to develop and maintain flexible design system, encompassing brand values and brand assets such as logo system, typography, color palette, and other elements.

- Creates and expands design system to ensure brand consistency across long format touchpoints such as ebooks, reports, marketing materials, etc.
- Collaborates with designers, copywriters, and other stakeholders to create on-brand marketing collateral, campaigns, and communications
- Evolves and refines design system over time, incorporating industry changes and business needs

Graphic Designer / Illustrator

Ann Wood Vittitow Design | Freelance

New York, NY

02/20–present

Creates design systems grounded in strategy for B2B and B2C clients, communicating brand stories to increase revenue and meet business goals.

- Executes visual identity systems, style guides, print, advertising, social media, and digital
- Illustrates digital patterns to print on products and sell on e-commerce platforms.
- Manages 5-star Esty shop including inventory, production, customer relations, marketing, advertising, packaging and shipping, and illustration

Brand Designer

Johnson & Johnson | In-house

New York, NY

Full Time 06/2022–01/2023

Contract 01/2021–06/2022

Managed multiple projects including branding of omnichannel support services program addressing low engagement in 6+ therapies, increasing treatment preparation from 50% to 95%. Brand received runner-up in 2021 J&J Design Impact Awards.

- Collaborated with 100+ cross-functional team members to address over 20 unmet patient needs and behavioral nuances
- Delivered pilot within 6 month deadline; evolved and scaled brand to 6+ therapies
- Built brand concept, identity system, and 50+ pages of brand guidelines
- Curated over 700 pages of strategic touchpoints, including customized welcome kits, that provide seamless support across ecosystem
- Partnered with 10+ vendors to lead art direction across print and digital, packaging, environmental, photography curation, copywriting, and marketing

Initiated innovative patient-featured photo/videoshoot to create ownable visual language, support diversity initiatives, and decrease cost by over 40%.

- Presentation included business value, concept, art direction, and recruitment strategy

Translated complex research to digital tools and user journey storytelling for business teams.

Developed set of 10+ FDA-approved documents for Janssen therapy program.

- Provided art direction with copywriters and clients, implementing design best practices of typography, layout, and composition

Graphic Designer

VIA Studio | Branding Agency

Louisville, KY

Mid-level 03/2019–10/2019

Junior 07/2017–03/2019

Collaborated with 15+ designers and strategists for over 40 B2B/B2C clients in a fast-paced environment to drive revenue through compelling brand experiences.

- Collaborated with strategy to build strategic brand storytelling
- Partnered with developers to create digital assets and bring digital concepts to life
- Created identity systems and implemented creative such as logos, identity systems, advertising, environmental design, UX/UI, print, illustration, and digital, among others



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Awards

2023 Fritz Gottschalk Museum of Avant-garde Awards

Mendrisio, Switzerland

Sustainable Prescription Ecosystem

Shortlisted

2021 J&J Design Impact

Awards

New York, NY

Janssen Compass

Runner-Up

Contact

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Professional Organizations

The Dezine Women's Scholarship

05/2019–present

Created and funds a scholarship with a group of women designers exemplifying camaraderie in the Louisville, Kentucky design community.

- Conceptualized, facilitated, and debated crucial moments in scholarship formation
- Annually participates in funding, interviewing, and the selection process

American Institute of Graphic Arts (AIGA)

New York

08/2020–present

Louisville

04/2016–08/2020

Leadership

Portfolio Capstone Mentor

Hite Institute of Art and Design

Louisville, KY

01/2021–05/2021

Mentored a senior student in University of Louisville's Graphic Design program, providing coaching, critique, and direction during their Portfolio Capstone.

Intern Mentor

VIA Studio

Louisville, KY

08/2018–12/2018

Mentored junior team member interested in learning digital design.

- Developed project plan and taught lessons of digital design best practices and design trends
- Created cumulative project and provided guidance in completion, preparing mentee for subsequent internship experiences

Continued Education

AIGA Design Conference

Virtual

11/2020

Brand New Conference

Las Vegas, NV

10/2019

Awwwards Conference

New York, NY

11/2018

