

# Hi,

I'm a graphic designer from Cincinnati. Since I got my first copy of Adobe Photoshop 4.5 in 1999, I have been obsessed with design. What started as an all-consuming hobby building websites, and making posters for myself and friends became a career doing the same for national brands like Kroger, Time, Inc. and Chico's. I've been working professionally for nearly 6 years, have refined my taste and learned to balance the needs and desires of the client with the restrictions, requirements, and objectives of the project at hand. This eye for balance allows me to deliver pixel-perfection across mediums and on any screen.

## What can I bring to your company?

I am highly proficient in Adobe's suite of programs. I will apply the skills I've developed throughout my personal and professional life to each challenge we face.

I am flexible, and always looking out for what's best for the client, the brand, and the agency or company I work for. I work well within a team, but I also like to take a proactive approach to solving design problems, and take a wholistic view of each project that makes me suited to working without supervision.

In my role at Kroger, I was given the opportunity to take full ownership over some of my big projects, working with the users directly to determine what was needed, and translating it into clickable HTML prototypes and screenshots. At Great Here, I was solely responsible for devising and producing most of our designs, finding suitable print services, and coding quite a few websites, email newsletters, and online sweepstakes.

Currently I work within a design team and a massive corporation. I have to be able to communicate the value and purpose of design to people who may have no experience with these concepts, as well as create assets that developers and other skilled professionals can use. I have to balance priorities and personalities of the different teams within the company, and be an advocate for my team's design services to keep the business coming to us for their needs.

I am looking for a modern, flexible work place that values good design, planning, and work-life balance. I would love to work from home most of the time, but also think it is important to get face time with clients and coworkers, so a hybrid schedule would be ideal. That said, if the commute and location are good, I have no trouble working on-site

## TLDR;

I will bring creativity, discipline, and experience to each challenge. I love working from my home office and am no stranger to the conference call. I am a proactive team player who can work unsupervised, or get along in a team, with a frank determination to find the best solution for the design problem at hand.

@happybana    Bē in 

hi@happybana.net

513.580.9667

# ANNA WILLOUGHBY

@happybana    Bē in 

hi@happybana.net

513.580.9667

## EXPERIENCE

### KROGER 02/2015 - PRESENT

#### RESPONSIBILITIES

**IGNITE** In charge of the design direction for the Ignite team, the company's Cultural Council and Employee Engagement task force.

**UI/UX** Design internal web applications, assist with research (focus groups, eye tracking), provide feedback on usability for internal web applications, mobile apps, and user-facing websites. Design icons for internal apps and POS.

#### ACCOMPLISHMENTS

Increased participation in the annual Associate Engagement Survey to 92% with a series of posters, hero graphics for our intranet sites, interactive "high five" graphics, a contest to drive participation, and badge stickers with the "I'm in" tag line, signifying participation in the survey.

#### HIGHLIGHTS

**IGNITE LOGO & BRAND DEVELOPMENT** Designed the logo based on a rough sketch from a contest winner. Also defined the Ignite Team's color palette and style guide, and acted as Design Lead for the team.

**ASSOCIATE SURVEY MARKETING** Brainstorming promotional ideas with team members and designing the posters, displays, & other marketing materials.

**HR RMS** Assisted Business Analysts in gathering requirements for a new Retirement Management web application, designed wireframes using InDesign's interactive tools, Photoshop, and Just In Mind Prototyping Tool.

**CORE INTERVIEW SCHEDULER** Assisted Project Manager in gathering requirements for an interview scheduler app for the company's recruiters. Designed the application using Just In Mind and Adobe Illustrator.

### GREAT HERE 05/2010 - 02/2015

#### RESPONSIBILITIES

Designed responsive websites, email campaigns, signs, pamphlets, and other digital as well as print media for both local and national companies. Developed HTML websites, microsites, online sweepstakes, email newsletters, and WordPress sites. Managed company social media accounts, website, and blog.

#### ACCOMPLISHMENTS

Created the company's identity under the supervision of its owner, Tom Wise.

#### HIGHLIGHTS

**GREAT HERE MARKETING PACKAGE** Designed brochures, pens, and business cards for the unveiling of the Covington Business Council website at their annual luncheon.

**RCNKY** (River City News Northern KY) Website redesign

Helped **BRAND THE COMPANY'S NEW SPACE** in Covington, KY by designing an oversized sliding door with the company logo.

**GREAT HERE BLOG** Designed and wrote content for the company blog.

**Slater Tile & Flooring** Designed branding package, designed & developed WordPress website.

## SKILLS

PS   
AI   
ID 

HTML   
CSS   
JS 