



*"Ready to assist you in the visual expression of your goals with the creation and maintenance of print and web materials"*

**ANNI WERNICKE**

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## Qualifications

Ten plus years training and experience in graphic design have resulted in a proven ability to create effective design and provide production assistance for print and web. Designs are created from conceptualization to final production ready files while adhering to company style guidelines.

- Talented design of graphics for print and web
- Skillful editing, modification and optimization of images
- Experienced in web design and management
- Consistent brand maintenance
- Skilled in photography
- Effective collaboration with vendors, clients and team members
- Highly Skilled in Illustrator and Acrobat
- Expert in Photoshop and InDesign
- Knowledgeable in HTML, CSS and Dreamweaver
- Knowledgeable in Powerpoint, Excel and Word

## Work Experience

### **Keegan & Coppin Company, Inc.**

*Santa Rosa, Ca. Sept. 2016–present*

#### **Graphic Designer**

Provided design support part-time for commercial real estate company.

- Created and updated fliers, brochures and related marketing materials for commercial real estate listings
- Finalized flier design templates
- Created maps to be used in marketing materials
- Updated design and content of marketing brochures
- Optimized images for use in marketing materials
- Created infographics for print and web marketing

### **Ajalon Printing**

#### **Invitations by Ajalon**

*Santa Rosa, Ca. July 2014–May 2016*

#### **Graphic Designer**

Provided pre-press and design for full service business and invitation print provider.

- Developed high end invitation designs
- Customized invitations and coordinating collateral for wedding and corporate clients
- Updated, modified and proofed designs for corporate clients
- Prepared files for digital, letterpress and offset printing
- Created data merges for customized addressing
- Corrected and optimized photos for invitation design website
- Participated in and completed various in-house web upgrade projects

### **Ledson Winery & Vineyards**

*Kenwood, California 2008–2011*

#### **Marketing Assistant**

Provided graphic design and production of collateral to the marketing department of Ledson Winery & Vineyards and sister winery Zina Hyde Cunningham.

- Design of collateral from concept to final for print and web — *weekly*
- Design of e-mail newsletters from mock-up to code — *monthly*
- Updated two company websites using HTML, CSS and CMS — *weekly*
- Produced and updated digital and print files and collateral materials — *daily*
- Researched, composed, edited and modified images and graphics — *weekly*
- Prepared files for commercial printers — *3-4 per year*
- Photographed products and events — *3-4 per year*
- Created cost analysis and time schedules for projects — *monthly*

#### **Archivist**

Designed and implemented digital and physical archival storage system for 10,000 plus collection of historical images, documents and ephemera.

#### **Archive Project**

- Researched and implemented best practices
- Developed standards for naming, storing and organizing files; designed to facilitate locating and cross referencing digital and physical materials
- Scanned over 10,000 items and assigned over 2000 searchable keywords
- Digitally restored selected images
- Hand built custom archival packaging as needed
- Created manuals for additions to archive and use of Bridge keyword searches

## Graphic and Web Designer

*Self Employed, 2008–2014*

### Contract Clients

#### Concise Designs, Inc.

*Santa Rosa, California*

- Completed design projects on a contract basis for a variety of clients
- Management, redesign and restructuring of eCommerce Wordpress website
- Completed product photography
- Enhanced and optimized images for use in print and web applications
- Designed and updated product fliers
- Created story boards and completed video editing

#### Shone Farm

*Forestville, California*

- Performed market analysis
- Designed logo
- Created wine label design from concept to print ready document following industry standards for high end market

#### Law Offices of Hans W. Herb

*Santa Rosa, California*

- Performed market analysis
- Designed logo
- Designed, coded and implemented website

#### In Home Therapy of Marin

*San Rafael, California*

- Completed website layout and coding following corporate style

### Education

#### Textile Design Lab

*Online*

Coursework on design of patterns and repeats for use on textiles and products, trend research and marketing.

#### Courses Completed

- The Sellable Sketch
- The Ultimate Guide to Repeats
- Surface Pattern Design Mastery
- Photoshop for Designers

#### Santa Rosa Junior College

*Santa Rosa, California*

Adobe certification, graphic design, web design, multimedia, architectural drafting, fine art and print making studies.

#### Certificates Completed

- Applied Graphics — 2013
- General Multimedia — 2012
- Adobe Certification Training in InDesign Skills — 2011
- Dreamweaver Web Content Developer Skills — 2009
- Adobe Certification Training in Photoshop — 2008
- Graphic Design Production Fundamentals — 2007
- Dean's Highest Honors — Spring 2007–Spring 2008

#### San Francisco Art Institute

*San Francisco, California*

Fine art studies.

- Personal enrichment

#### Whittier College

*Whittier California*

Liberal arts and political science studies.

- Bachelor of Arts, Political Science
- Whittier Scholars Program
- Model UN

### Skills

- Adobe CC InDesign
- Adobe CC Photoshop
- Adobe CC Illustrator
- Adobe Acrobat
- Microsoft Office
- Photography
- Creative
- Self Motivated
- Team Player

### Portfolio

**WernickeStudio.net**