



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

ANNI WERNICKE

707-578-5097 • anni@wernickestudio.net • WernickeStudio.net

Qualifications

Six 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
- Expert in Photoshop and InDesign
- Skilled in Illustrator and Acrobat
- Knowledgeable in HTML, CSS and Dreamweaver
- Experienced in Premiere Pro
- 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 and related materials for commercial real estate listings
- Finalized flier design templates by creating consistent paragraph and character styles
- Created maps to be used in marketing materials
- Updated design and content of marketing brochures
- Optimized images for use in marketing materials

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

Shone Farm

Forestville, California

Law Offices of Hans W. Herb

Santa Rosa, California

In Home Therapy of Marin

San Rafael, California

Education

Santa Rosa Junior College

Santa Rosa, California

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

San Francisco Art Institute

San Francisco, California

Fine art studies.

Whittier College

Whittier California

Liberal arts and political science studies.

Skills

A variety of talents combine to form a solid and diverse skill set.

Portfolio

WernickeStudio.net

- 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

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

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

- Completed website layout and coding following corporate style

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*

- Personal enrichment

- Bachelor of Arts, Political Science — 1981
- Whittier Scholars Program
- Model UN

- | | | |
|------------------|---------------------|----------------------------------|
| • Organized | • Team player | • Reliable |
| • Self motivated | • Detail oriented | • Excellent communication skills |
| • Good listener | • Strong work ethic | • Fluent in German |

"Her work for me was excellent. On time, under budget and put together with a professionalism far beyond what one often sees in her industry. If you're looking for a truly unique and creative person to generate and develop a great product and provide excellent customer service in the process, you have found your solution!"

Hans W. Herb · REA · Esq.