

# Anna Oakes

digital designer

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## Work Experience

### Lessonly | Graphic Designer June 2018 – Present

Produce a variety print and digital work including direct mail, web and email. Collaborated on the rebrand and redesign of Lessonly.com while continuing to uphold and expand the brand. Design and support several marketing campaigns including, but not limited to, conference websites, a customer community, mobile apps, conversion rate improvement tests and interactive digital experiences.

### Nisolo | Design Intern May – August 2017

Assisted in the design of a range of paid display ads, website assets, new arrival launch assets, and additional print designs for packaging. Branded and designed Nisolo's Summer Flash Sale event collateral including indoor signage, sale displays, emails, social media graphics, paid ads, and website assets.

### TrendyMinds | Design Intern May – August 2016

Learned the foundations of print and digital design including web, email, and design services for clients. Gained experience working with other specialists, how to communicate efficiently, and developed a deeper understanding of best practices for design. Experienced an agency working environment, while supporting enterprise clients.

### CSKern | Design & Web Intern May 2015 – May 2016

Met with clients and assisted in researching and designing website layouts. Assisted in-house photographer in preparation and execution of photoshoots. Additional responsibilities included brand development and understanding the execution of printing production services. Gained experience and a broader understanding of PHP, HTML, CSS, and Wordpress.

### IronGate Creative | Design January – May 2014

Gained valuable practice using Adobe Creative Suite through a variety of tutorials and design practices. Projects included logo development and creation of greeting cards for two local businesses. Consulted with clients through the design process.

## Additional Experience

### Studio 165+ | Lead & Project Manager January 2017 – May 2018

Competitively chosen to work with fellow peers in the first ever student-led design studio established at Ball State University. Responsibilities included setting project timelines, facilitating client meetings, delegating tasks, providing feedback, and overseeing the completion of final projects. Collaborated on the studio's identity design, brand standards, project templates, and website.

### IDIA Lab | Student Designer August 2016 – May 2018

Completed various UX/UI projects, event posters, and brand development for clients of the IDIA lab at Ball State University.

## Education

Bachelor of Fine Arts (BFA) 2018

Ball State University, School of Art

Concentration: Graphic Design

## Skills

Adobe Illustrator | Adobe Photoshop

Adobe InDesign | Adobe Lightroom

Adobe After Effects | Motion Graphics

Sketch | Figma | InVision | Miro

User Flow | Wireframing | Prototyping

UX/UI | Digital Design | Web Design

Email Design | HTML / CSS | Branding

Design Strategy | Design Systems

## Professional Development

Adobe Max Conference 2020

Indy Design Week Conference 2020

Creative Mornings Member 2018 – Present

AIIGA Indianapolis Member 2015 – Present

## Awards & Recognitions

GDUSA American Design Award | Digital 2020

GDUSA American Design Award | Website 2019

GDUSA American Design Award | Motion 2019

Gold Hermes Award | Website 2019

Gold Hermes Award | Website 2019

LogoLounge Book 11 | Identity 2019

AAF Student Silver Addy | Identity 2018

GDUSA American Design Award | Identity 2018

GDUSA American Design Award | Identity 2017