

ANN RECK

Art Direction • Graphic Design • Print • Web Production • Illustration

Hello there! I'm a creative with 10+ years of experience, who loves brand guidelines almost as much as I love Philly Sports. When I am not working, I enjoy doing CrossFit, petting dogs that aren't mine, baking + collecting sneakers.



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EDUCATION

Bachelor of Arts: Graphic Design + Digital Media, Fine Art + Continued Education Courses

Temple University • University of the Arts • Messiah University

CREATIVE EXPERIENCE

Visual Brand Manager: Underline, Philadelphia, PA • Dec 2022 - Present (Remote) Prev: Senior Brand Designer

- Strategized and developed the Underline brand, establishing visual distinction between corporate and market-level brands
- Created the market-level brand identity (Typography, illustration, iconography, color theory)
 - Market specific brand assets + guidelines, email layouts, social, website visuals, paid ads, mailers, merch, OOH
- Led the rebrand for the larger corporate brand identity (Typography, illustration, iconography, color theory)
 - Internal/external corporate brand assets + guidelines, branded gifts, presentation design
- Managed the execution of design deliverables from concept to completion
- Provided creative direction to external agencies by delegating and coordinating the work needed to complete campaign ideas
- Collaborated with marketing team members on brand campaigns to increase Underline awareness in current/future markets
- Utilized strong verbal presentation skills to translate the process, strategic approach, and impact of design choices

Senior Production Artist: Quaker City Mercantile, Philadelphia, PA • Jul 2022 - Nov 2022 (Hybrid)

- Production Artist for brands such as Guinness, Fistful of Bourbon, Tullamore Dew, New Liberty Distiller
- Followed strict brand guidelines to ensure all requirements were met for every piece of work leaving QCM
- Precisely kept templated designs consistent between campaigns + collaborated on new designs
- Meched and streamlined designer's files, communicating ways to work more efficiently between teams

Senior Brand Graphic Designer + Art Director: WHOOP, Boston, MA • Jun 2019 - Jul 2022 (In-person/Remote)

- Co-led a 6-person creative team in the marketing department, through design, art direction + photoshoots
- Created general brand assets, maintained brand standards + kept communications consistent through all channels
 - Email layouts, social media posts, branded gifts, internal icon library, WHOOP online store + checkout design
- Collaborated on marketing campaign ideas: Followed project to completion through photoshoots + activations
- Retouched, color-corrected + organized photo assets for WHOOP usage, including in-app, storefront + website
- Brought to life external WHOOP events, trade shows + WHOOP Labs testing facilities
 - Window displays/signage, internal branding, digital ads, banners, merch, postcards + mailers

Art Director: Hill Holliday, Boston, MA • Dec 2017 - Jun 2019 (In-person)

- Studio team-lead on Party City, Planet Fitness + new business team, managing junior designers
- Provided art direction with copywriting partner for Party City, Bank of America + Pharmaceutical Brands
- Helped to create a visual, illustrative icon library for Frontier Communications

SKILLS

InDesign, Photoshop, Illustrator • Microsoft Office 365 + G Suite Apps • Social Media • Ecommerce Design
Print • Web Production • Photo Retouching • Art Direction • Brand Identity • Window • Trade Show Display