

Ann Pierce

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Portfolio: apierce-design.com

Hello,
thanks for
checking out my
work and skills.



Education

B.F.A. in Visual Design and Typography

University of Massachusetts
North Dartmouth, MA

Employment Experience

Freelance Art Director/Web Designer

Various Companies and Personal Clients

- Work one-on-one with clients to help assess and clarify their project goals and incorporate their feedback.
- Provide a wide range of strategically-focused creative design solutions and complete management of projects from initial concept through production.
- Projects have included; websites, brochures, catalogs, logos, branding, direct mailers and infographics.

August 1995-Present

Art Director

Communication Arts Group, East Providence, RI

- Served as Art Director and/or Designer for various projects including; brochures, direct mailers, packaging, print ads, product sell sheets, catalogs, etc.
- Directed photography shoots.
- Initiated a computer file archiving system for the firm to streamline production.

November 1994-August 1995

Designer

Northeast Design Group, Pawtucket, RI

- Designed and produced various corporate collateral pieces and other projects including; brochures, catalogs, posters and logos.

February 1992-November 1994

Strengths

- > Ability to take on a project, ask the right questions at the beginning, and take it from there.
- > Highly organized with the ability to manage multiple projects and meet deadlines.
- > A deep background in marketing strategy for small to medium size businesses.
- > Ability to see a project from the end user's perspective and design with them in mind.
- > Proven team player, collaborating effectively with internal and external resources.
- > Continually learning new technical and business skills through reading and online courses.

Skills

InDesign



Photoshop



Illustrator



WordPress



HTML



CSS



Marketing Strategy



Awards

GRAPHIC DESIGN USA – 2009
American Graphic Design Award

GRAPHIC DESIGN USA – 2005
American Graphic Design Award

PRINT MAGAZINE'S REGIONAL
DESIGN ANNUAL – 1993
Certificate of Design Excellence