



ANNA FUENTES
Design & Art Direction

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EXPERIENCE

VAYNERMEDIA

Art Director, October 2016 – Present

Designer, December 2014 – October 2016

Working collaboratively with copywriters and designers on Ideation, design and execution of branded digital campaigns using industry best practices.

Clients include GE, Revlon, Spotify, Huffington Post and Anheuser-Busch Inbev

- Working from ideation to execution on scalable 360 campaigns that scale across multiple digital platforms.
- Pitching and presenting ideas and designs to clients.
- Concepting and art directing photo and video shoots.

DGOODS | DTANK

Designer, February 2012 – October 2014

Designed web, marketing, and on-product collateral for luxury homegoods and custom workspace products firm.

- Assisted in concepting and designing brand identity across various platforms including web, promotional material and product / textile design.
- Worked closely with web development team in facilitating user experience on DGoods website and design of all web-based assets.
- Concepted, storyboarded and assisted on photo and video shoots.

INTERNATIONAL CREATIVE MANAGEMENT

Freelance Designer, August 2011 -- November 2011

Designed on-air motion graphics and print layout treatment for upcoming TV series pitch, "Trade-Up with Dan Solin."

COLE HAAN

Creative Department Intern, June 2010 - August 2010

Designed promotional materials for retail locations, in-store graphics and internal brand collateral.

EDUCATION

PRATT INSTITUTE | BFA Communications Design

Pratt Show Finalist 2011, Pratt Institute Merit Scholar 2008 - 2011

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe After Effects, Photo Direction, Photo Editing, Typography, Illustration, Microsoft Word, Microsoft Powerpoint