

annacorso

Brooklyn, New York
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802.535.6651

skills

Adobe Creative Suite, Figma, Sketch, Invision, Slack, Airtable, Zaius, Klaviyo, Basecamp, Shopify Plus, Microsoft Office Suite, SketchUp, Squarespace, Wordpress, Keynote

education

Coursera

Google Certificate Program
UX Design Professional
Certification

MIT

MIT CSAIL
HCI For User
Design Certification

Syracuse University

Syracuse, New York
S.I. Newhouse School of Public Communications
B.S. Graphic Design

experience

Lead Graphic Designer *Magnetic Me*

New York, New York 01.2020–07.2022

Project managed 4 direct reports, negotiated freelance contracts, and collaborated with third-party analysts and developers. Designed user journeys from the user's first brand interaction to receiving product. Designed and managed all digital design initiatives including website updates, paid ads, and email campaigns/triggers. Re-branded Magnetic Me to reflect an upbeat, modern, vibrant tone and created brand guidelines. Initiated a website re-design with a mobile first approach based on user research from our customer base.

Graphic Designer *Pearhead Inc.*

Brooklyn, New York 10.2016–01.2020

Designed, managed, and produced all web and print marketing materials, including all wholesale presentations and direct-to-consumer advertising. Re-designed and managed website to create a better user experience. Ideated and designed all social media and email campaigns.

Design Instructor Assistant *Syracuse University*

Syracuse, New York 07.2016–08.2016

Assisted teaching a graphic design boot-camp for masters students. Taught 15 students Adobe InDesign, Illustrator, and Photoshop. Also taught Invision, Slack, and Trello. Assisted grading projects and quizzes, and gave critiques on students' designs. Helped create lesson plans.

Design Intern *Nomad Communications*

White River Junction, Vermont 07.2015–08.2015

Worked with both Nomad Press and Nomad Communications. Re-sized advertisements and created advertisements for billboards, magazines, newspapers, and newsletters. Laid out newsletters and annual reports. Populated websites and designed packaging. Laid out children's books and edited illustrations as needed.