

Annalise Groff

Graphic Design and Photography

+ Contact

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Website

annalisegroff.com

+ Education

University of Wisconsin-Stout

Bachelor of Fine Arts
in Graphic Design
Communications Concentration
Expected graduation May 2024

+ Skills

Professional

Adobe Suite
Glyphs
Digital Photography
Figma
Microsoft Word

Personal

Problem solver
Adaptable
Detail Oriented
Time management
Quick learner
Leader

+ Relevant Experience

Lead Graphic Designer

UW-Stout Memorial Student Center

September 2023-Present

- Oversee a team of 7 designers, providing professional guidance to foster growth and development within the team
- Manage project schedules and monitor progress of design team to ensure timely completion of projects
- Communicate with clients, incorporating feedback and revisions to refine designs and achieve desired outcome
- Conceptualize and execute creative designs for digital platforms, print, presentations, and marketing material recognized by the chancellor

Event & Portrait Photographer

Freelance / Self-Employed

2017-Present

- Photograph and direct on-location event and portrait sessions
- Promote and manage business via website and social media
- Maintain clear and professional communication with clients
- Edit and retouch photos using industry-standard software

Digital Marketing & Design Intern

Arvig Media

May 2023-August 2023

- Designed visually captivating digital graphics and layouts for clients monthly
- Collaborated with cross-functional teams and clients to ensure marketing efforts aligned with business objectives
- Produced compelling copy for digital campaigns, meeting a variety of client objectives

Freelance Designer

The Twistery Branding

February 2020 - July 2023

- Interpreted client concepts and ideas into visually appealing designs that effectively communicated their brand message and identity.
- Photographed products, head shots, and other promotional material
- Designed company logo, word mark, packaging and web-based material

