

# ANNIKA LAURIER

## Senior Apparel & Graphic Designer

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(123) 456-7890

Alameda, CA

[LinkedIn](#)

*Adaptable and imaginative graphic designer with 12+ years of graphic design experience and 200+ satisfied customers. Eager to pivot into a creative role requiring extensive design research and motivational leadership ability to create original graphics and apparel for Insomniac Events.*

### WORK EXPERIENCE

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#### **Twitch Interactive, Inc.** - Senior Graphic Designer

2017 - current

San Francisco, CA

- Spearheaded rebranding initiative to modernize color palette, typography, website layout, text layout, and logos, increasing time-on-site by 37%, brand awareness by 41%, and social media likes by 22%
- Designed logos, graphics, and images, and judged 200+ digital gallery entries for annual convention
- Trained and managed 16 junior designers to ensure quality and accuracy, increasing efficiency by 24%

#### **BOXFOX** - Graphic Designer

2014 - 2017

San Francisco, CA

- Designed 70+ digital and print materials for marketing, manufacturing, and branding teams
- Researched current design and gift trends to pitch ideas to sales team, resulting in 30+ new products
- Collaborated with marketing and branding teams to revise designs, improving sales revenue by 18%
- Ensured packaging consistency across 50+ brands, resulting in an overall 94% client satisfaction score

#### **Cozymeal** - Junior Graphic Designer

2012 - 2014

San Francisco, CA

- Designed website and magazine layout and branding, increasing time spent on site by 46%
- Created 80+ graphics and photographs for online course instruction, increasing engagement by 34%
- Collaborated with marketing and sales teams to create a comprehensive menu photography portfolio
- Organized and designed social media posts for 15K followers, increasing engagement by 25%

### EDUCATION

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#### **California State University, Hayward** - Bachelor of Science, Graphic Design

2008 - 2012

Hayward, CA

### SKILLS

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- Microsoft Office; Sales; Adobe Illustrator/InDesign/Photoshop; HTML; Communication; Social Media (Instagram, Facebook, Twitter, TikTok); Color Theory; Branding; UI/UX Design; Presentations

### CERTIFICATIONS

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- Adobe Illustrator certified; Adobe InDesign certified; Adobe Photoshop certified