



ANNIE ZHAO ■ Digital designer with a 5+ year multidisciplinary practice spanning *brand identity, campaigns, social, and digital experiences*. Using visual systems to build worlds and expand narratives across digital platforms.

EXPERIENCE ■ **Visual + Brand Designer, Independent Practice (2022 – Present)**

- Partnered with clients across nonprofits, advocacy, healthcare, and education to develop brand identities, visual systems, campaigns, and digital content grounded in organizational goals and audience needs.
- Developed social, digital, and print creative for an education brand, using competitive audits and market research to establish creative direction for social content and campaigns while evolving its existing visual language.
- Designed the end-to-end visual experience for a food bank nonprofit's new website, translating a newly developed brand identity into a cohesive digital system across layouts, typography, imagery, and web applications.
- Create ongoing social content and visual assets for a local record store, helping refine and standardize its evolving brand identity into a more recognizable and systematic visual language.

Graphic Designer, Democratic National Committee (DNC) (2024 – 2025)

- Drove audience engagement and brand visibility with visual graphics shared on **@thedemocrats**, **@teamkamala**, & **@kamalaharris**. Created the brand for the IWillVote campaign, adopted across multiple political initiatives and showcased at a conference with **10,000+** attendees; branding was prominently featured on **NBC News**, enhancing national recognition and campaign credibility.
- Created social-first and rapid-response creative for breaking news, advocacy moments, and campaign priorities, translating timely cultural and political narratives into engaging visual content.
- Designed campaign assets across social, digital, email, web, event, and print channels, adapting visual language to different audiences and content formats while maintaining a cohesive brand system.
- Developed promotional and event materials that extended campaign identities into cohesive cross-channel brand experiences.

Visual Designer (Social Media), The White House (2024)

- Conceptualized and designed social-first visual content for **@WhiteHouse** and **@POTUS**, translating administration priorities and cultural moments into accessible, engaging creative that reached **3M+** views.
- Developed and implemented a Figma-based visual design system, establishing reusable components and standards that strengthened brand consistency and streamlined creative production across teams.
- Developed visual identities and art direction for public-facing initiatives, translating established federal brand standards into distinctive digital and social applications.
- Designed presentation systems, informational graphics, and digital assets that translated complex messaging into clear, audience-focused visual narratives.

Interaction Designer, Washington University in St. Louis (2020 – 2022)

- Designed and iterated digital experiences for a programming platform, translating user needs and research insights into clear, engaging visual and interaction systems.
- Managed project timelines, design iterations, and deliverables across multiple stakeholders to ensure thoughtful, high-quality execution.

EDUCATION ■ **Washington University in St. Louis (WashU)**
B.S. *Computer Science + Math*
Minors in *Human-Computer Interaction & Design*

SKILLS, TOOLS ■

Brand Identity & Visual Systems	Longform Video Production	Figma
Campaign Design & Visual Storytelling	Shortform Videos (Reels, TikToks)	Photoshop
Brand Positioning	Presentation Design	InDesign
Content Strategy	Email & Newsletters	Illustrator
Data Visualization & Infographics	Accessibility (WCAG)	HTML/CSS
Typography & Layout Design	A/B Testing	Final Cut
Storytelling	Social Media Graphics	Premiere Pro
Design Systems	Multi-Channel Digital Strategy	After Effects
Responsive Web Design	Rapid-Response Design	Illustration
Creative Direction + Art Direction	Social Media Analytics	Motion Design
Information Design		