

ANASTASIA COOK GRAPHIC DESIGNER

Interdisciplinary designer
with experience solving creative
quandaries and fortifying brand
recognition across print, digital,
and environmental media.

anastasiacook.com
linkedin.com/in/acgdr
Scottsdale, AZ

TECHNICAL SKILLS

Illustrator, InDesign, Photoshop,
AfterEffects, Acrobat, XD/Figma

PowerPoint, Word, Excel

Shopify, Squarespace,
Webflow, Wix, Wordpress

Mailchimp, ConstantContact,
Sailthru

Keynote, HTML/CSS, JDE, Trello,
Hootsuite

EDUCATION

Pratt Institute Brooklyn, NY
Bachelor of Fine Arts, 2015
Communications Design

EXPERIENCE

FUSION MARKETING JUL '21 – PRES

Design Manager, Marketing. Remote (LA-based)

Creating Fusion's visual marketing for social (LI, IG) including illustrations, animations, and thematic content development.

Co-writing and animating 2d motion graphics (gifs, ≤ 2min) from storyboarding through final render, with and without audio.

Updating and redesigning current gowithfusion.com site utilizing Squarespace and custom coded (HTML/CSS) site sections.

Creating B2B graphics for clients including trade publications, digital ads, email newsletters, trade show graphics, and social posts.

Working closely with the research and analytics team to create legible reports, attractive presentations, and eye-catching infographics.

Developed visual direction and continue to design client newsletters for B2B retailer marketing including: data projections, custom GIFs, and templated content blocks to rotate throughout seasons.

WINE ENTHUSIAST MAGAZINE OCT '20 – JUL '25

Assignment Freelance. Remote (NY-based)

Developed cohesive visual campaigns for events and commerce across social platforms, email, and web. Designed sponsored native posts for social (FB, LI, IG, T/X) and print editorial. Created both static and motion digital ads.

Created physical event elements including menus, way-finding signage, maps, tasting booklets, wall graphics, and wine mats/tags.

Designed 2021 Wine Star Awards event collateral: stage & step/repeat banners, event emails & IG posts, complete event program, wine tasting menus, ads for various WE entities.

Developed a design system for brand partnership event promotion.

Formatted wine review newsletters for quarterly distribution and regularly update sales internal decks.

THE SAK I SAKROOTS JAN '21 – MAY '21

Contract Freelance, Marketing. New York, NY

Retouched ecomm & campaign imagery. Skin editing, flyaway removal, clothing and product correction, background edits and expansions. Provided color correction and resizing.

Designed emails and executed through Sailthru platform, incorporating motion graphics and creating additional coordinated animations for MMS.

Created posts and stories for IG, ads for FB, Pinterest posts, Youtube ads.

Designed & finalized handbag packaging and hangtags for print production.

Redesigned the customer loyalty program site page including custom icons and gifs. Designed homepage banners and redesigned/oversaw dev on executing new size guides for PDP.

CHRISTIE'S JAN '20 – APR '20

Contract Freelance, Production. New York, NY

Contract disrupted by COVID19

Created print and digital advertising for upcoming auctions and events.

Designed auction catalogs for print and digital usage. From creation to production, worked closely alongside department representatives for editorial approval and multilingual iterations.

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MCARDLE CONSULTING NOV '19 – AUG '21

Assignment Freelance. New York, NY

Executed rebranding & assisted in marketing strategy. Created pitch presentations, workshop handouts & presentations, and various teaching-tool graphics.

Redesigned ruthmcardleconsulting.com. Provided photo retouching and guidance on the usage of the Squarespace platform.

CENTRIC BRANDS OCT '18 – MAY '19

Graphic Designer, Marketing. New York, NY

Global Brands Group merged to become Centric Brands in 2018

Developed corporate branding around HR's internal communications (intranet, signage) as well as the initial public corporate website, company brand guidelines, and social media posts.

Established internal digital presentation templates for company-wide use in keynote and powerpoint.

Worked with BCBGMaxAzria marketing on an influencer press kit, including illustrations, packaging and print collateral.

GLOBAL BRANDS GROUP JUN '15 – OCT '18

Digital Designer, Marketing. New York, NY

Worked across the GBG brand portfolio creating marketing assets: presentations, packaging, in-store displays, websites, web/social/print campaigns. Ensured a congruent aesthetic across all mediums and platforms.

Designed and oversaw the development an internal innovation-focused website consisting of technology reports, event listings, company 'club' programs and external partnership pages.

Developed and designed initial branding and launch materials for Katy Perry Collections including website, presentations and environmental graphics.

Worked within Amazon A Plus stores and brand pages as well as platforms such as Mailchimp and Shopify creating assets as needed for brands and pop-ups across social, email and traditional banner ads.

Provided email and social campaign art direction for Spyder (skiwear), Katy Perry Collections, and Under Armor Kids.

Created spec branding (logos, pitch decks, packaging) for potential products to be presented to national chains such as Walmart, Target, and Kohl's.

RIZZOLI UNIVERSE OCT '13 – MAR '14

Design Intern New York, NY

Designed book jackets and additional materials and managed final editorial changes to files and finalized books for press.

Maintained digital archives for publicity usage.