



# Anne Frey

Graphic Designer

## Contact

alfrey8@gmail.com  
annefreyportfolio.com

## Profile

Creative designer who works efficiently and collaboratively to create visual solutions to marketing challenges. Experience in web & email design in a retail setting, previous experience in a variety of mediums as a contractor/freelancer.

## Skills

Photoshop | Illustrator | InDesign  
Microsoft Office | GIF creation  
Web Design | Email Design  
UI Design | Print Layout

## Education

University of Wisconsin  
BS Art, focus Graphic Design

## Memberships

AIGA  
DSVC

## Professional Experience

Pier 1 Imports, Fort Worth, Texas  
Digital Designer, 2016-2018

Part of a team creating all digital assets for Pier 1 marketing including daily promotional emails, web, digital and social assets as well as animated GIFs. Created monthly site updates featuring priority products and messaging. Created emails promoting sales and trends sent to 4 million people. Audited other brands who were successful in implementing unique email marketing strategies in an effort to continue evolving the design of promotional campaigns. Worked with team of designers to hone a new look and feel for Pier1.com and corresponding email campaigns for a brand wide relaunch in August 2018.

RD&F Advertising, Addison, Texas  
Contract Designer, 2015

Provided design and production work for various projects and clients. Created flyers, web banners, gifs, and made updates and edits to existing projects as needed.

SunEvolutions, Addison, Texas  
Contract Designer, 2015

Designed social media content, web banners, and e-mail blasts for 5 brands owned by the company. Designed, did the layout and attended the press check for a new product catalog. Created banners & signage for trade show booth. Designed packaging for lotion bottles.

Navigation Solutions, Plano, Texas  
Associate HMI Designer, 2013-2014

Member of a team that designed the user interface for the Hertz NeverLost 6 (GPS system). Designed the patented font used on the device. Collaborated with team members to create a new concept for NeverLost.com. Collaborated with the marketing & social media team to create graphics for Facebook campaigns.

Rabinowitz/Dorf Communications, Washington, D.C.  
Freelance Designer, 2012

Worked long distance under deadlines to execute projects in multiple formats for multiple clients. Designed an RV wrap and collateral (t-shirt, car magnets) for an organization's tour across the country.

J.J. Pearce Pacesetters, Richardson, Texas  
Freelance Designer, 2011 & 2012

Created layout and design for 100+ page playbill for the dance team's spring show. Collaborated long distance with organization representatives.