

Anna Krych | Spring 2009 Resumé

Contact:

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View samples online:

www.2-3-4.com

OVERVIEW

Anna Krych is a graphic designer with over nine years of professional experience in a broad range of industries and media.

Services include: Visual design for web sites of all sizes, ad banners, emails, basic HTML & CSS, Flash & video animation, image research & manipulation, information architecture, logos, business stationery, posters, brochures, invitations, CD & DVD packaging.

EXPERIENCE

234 Design : September 2006 - present

freelance : August 2002 - September 2006

Graphic Designer

I enjoy the direct contact I have with clients as an independent designer as well as the personal responsibility I hold to ensure a project's success. Work includes identity development, web sites, online ad campaigns, mobile application interfaces, presentations, books, video/animation, packaging, posters, and more. Clients include A&E, The Knot, Thumbplay, Mouth Watering Media, Kobrand Wine & Spirits, The Council on Foreign Relations and others. On larger projects, I team up with local design studios and collectives, filling information architect, visual design and production roles. Similarly, I fill those roles as an aid to companies' in house design and/or marketing teams. Since 2006, I work under the name 234 Design LLC.

Motivo : July 2000 - August 2002

Interface Designer

As a member of a small team at this interactive design studio, I took part in almost every aspect of a project's process, including proposal research and writing, translating user and brand requirements into functional and creative specifications, defining content architecture, interaction design, creating design concepts/prototypes, presenting those concepts and other deliverables to clients, working with team mates and clients to refine designs, working with developers to determine the best technical solutions for functionality, cutting and optimizing graphics, QA, authoring style guides, storyboarding and Flash animations. Clients included G+J USA Publishing, Deutsche Bank, NASA, Procter & Gamble, McKinsey & Co., Time Inc., Dewar's, MoMA, and Medscape Inc.

Detour Design : June 1998 - November 1999

Design and Production Assistant

The time I spent alongside a couple of seasoned graphic designers here was priceless. I had the opportunity to work on a variety of projects such as invitations, promotional brochures and packaging, ad campaigns, CDROMs, identity programs, and more. I also gained an understanding of the logistical aspect of running a design business. Clients, mainly in the fashion and entertainment industry, included Rolling Stone Magazine, Condé Nast, NYU, Donna Haag, Frame Representatives, Zanella, and photographer Cleo Sullivan.

SKILLS

Highly proficient in using tools like Photoshop, InDesign, Illustrator, Flash, and more • Able to design for a variety of media; understanding of technical considerations in different media (image optimization, HTML/technology issues, preparing files for print) • Keen on color, type, and photography • Information and interaction design problem solving (architecture and organization, usability) • Basic HTML & CSS • Expert at visual design for easy to maintain web interfaces based on re-usable/extendable templates • An innate desire to organize, to pay serious attention to detail, and to be efficient.

EDUCATION

Pratt Institute, School of Art & Design

Graduated with honors in May 2000, B.F.A.

Courses completed include: Graphic Design, Typography, Visual Communication, Package Design, Film + TV Graphics, Advertising Art Direction, Photography, Illustration, Computer Graphics, Photoshop, Paper Engineering, Screen Printing, Bookmaking, Drawing, Color + Design, Three Dimensional Design.