

# ANNE HUNSICKER VISUAL DESIGNER

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## BIO

I am a creative / designer who intuitively understands how to design into any Industry, Client or User-need.

With a perfect blend of right-and left-brained activity, I am a natural at transforming user and client needs into a user-friendly visual expression. For design inspiration, I follow Yang Liu of Berlin, and the SF and NYC MoMA to stay connected to new / political / thinking / raw / expressive art. For UX/UI inspiration I follow the work of UX Awards and Works & Co.

**"Nothing happens in a straight line. Especially not life."**

My life as a commercial artist/designer started with both internal and external recognition, in spite of a non-traditional opening. Inspired by the authors Elizabeth Gilbert ("Eat, Pray, Love"), and Lidia Yuknavitch ("The Misfit's Manifesto" TEDTalks.com), and their teachings about unconventional life-paths, my design-journey continues on a Curve, following the next creative and intellectual challenge, believing in the value of staying uncomfortable, and be led by inspiration and expression.

## UXD

UXD development,  
Adobe Xd, Sketch,  
Pop App, User Interviews/Testing,  
Surveys, Personas, User Flows,  
Design Sketches, Wireframes,  
Interactive Prototype,  
Creator of TRIBE App Prototype

## SKILLS

Style Guides, Graphic Design,  
Logo Design, Branding, Layout,  
Typography, Bootstrap Framework

## SOFTWARE

Adobe Creative Cloud CC,  
Sketch, Pop App

## LANGUAGES, working knowledge

CSS, HTML, Java Script

## ABOUT

AIGA/SF Member  
Fluent in German  
Amateur Flutist  
Photographer

## EDUCATION

### GENERAL ASSEMBLY SAN FRANCISCO, CA

User Experience Design  
Certificate of Completion  
April 2016

### THE ART INSTITUTE OF CA - SF SAN FRANCISCO, CA

Web Design and  
Interactive Media  
Associates of Science  
April 2015

### GOSHEN COLLEGE GOSHEN, IN

German / Major  
Women's Studies / Minor  
Bachelor of Arts  
April 1990

## PROFESSIONAL EXPERIENCE

### SELF EMPLOYED

#### VISUAL DESIGNER SAN FRANCISCO BAY AREA, CA

April 2014 – Current

Contract visual designer working with a range of clients in providing digital, UXD, enhancing / extending Brands, and print design. Transforming any design need into a best possible visual representation, appropriate to Brand and client context. Working from conception to completion of the creative idea. Transforming information into a visual experience for the user/public to absorb fact-heavy information.

Worked with:

**BREEZOMETER, SF, CA / ISRAEL, VISTA CABALLO, CO, COLDWELL BANKER RESIDENTIAL BROKERAGE, CONCORD, CA, MINTED, OAKLAND & SF, CA, WILLIAMS SONOMA, SF, CA, JANSPOUT, ALAMEDA, CA**

### OLIVE THIS OLIVE THAT

#### CONTRACT VISUAL DESIGNER SAN FRANCISCO, CA

July 2014 – January 2016

Designer for a redesign of OTOT website / mobile & tablet responsive, and all digital and print design work.

UX: designed for target audiences of both millennial and conservative audiences.

Collaborated with programmer to develop artwork.

Created and implemented style guide, wireframes, mock ups and mood boards.

### TELL MFG, INC.

#### VISUAL DESIGNER LITITZ, PA

November 2002 – March 2014

Designer of all high-end digital and print collateral, from conception to completion. Lead visual designer and point-of-contact with clients, vendors, and nationwide staff.

UX: developed, clear, logical and user-friendly websites according to customer, product and content needs, in collaborative team setting.

Designed and developed websites based on branded visual themes.

Managed, developed and responsible for release of [www.TellMFG.com](http://www.TellMFG.com) and [www.DoorWorx.com](http://www.DoorWorx.com).

Designed and developed branding and web work ~ including designs for logos, brochures, catalogs, ads, stationery, business cards, product packaging and websites.

### UNITED MARKETING SERVICES

#### SENIOR GRAPHIC DESIGNER NEW YORK, NY

April 1999 – April 2001

Visual lead in team environment / created branding marketing package.

Designed high-end marketing materials including logo design, brochures, stationery package, custom folders and financial reports.

Worked closely with team and clients to produce all-encompassing visual designs and written branding identity.

Clients included General Motors Asset Management and Pronous Asset Management.

### PRICEWATERHOUSECOOPERS

#### SENIOR GRAPHIC DESIGNER NEW YORK, NY

September 1997 – April 1999

Lead staff designer driving creation of lengthy financial proposals.

Created beautiful and elegant proposal designs, reflecting branding of client.

Delegated staff to break down the primary design into all aspects of a financial proposal.

Extremely well-organized and deadline-oriented.

Targeted clients included JcCrew and Salvatore Ferragamo.