

ANNA RASMUS

Anna Rasmus

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Koala

Senior Graphic Designer

June 2024 - Present

Develop a design strategy that boosts organic followers by 230%.

Design visually compelling assets for paid social, CRM, and web.

Art-direct high-impact digital campaigns, driving audience engagement.

Lead cross-functional design efforts, ensuring brand consistency.

Quince

Senior Graphic Designer

February 2024 - June 2024

Designed and optimized A/B ad tests weekly, improving ad performance.

Led critiques and provided creative direction for junior designers.

Established scalable design processes to improve workflow efficiency.

Worked with marketing and creative teams on high-impact campaigns.

Graphic Designer

October 2022 - February 2024

Produced UGC-driven ad creatives, exceeding ROAS targets by 15%.

Developed multi-platform content for Meta, TikTok, and Pinterest.

Utilized data analytics to refine creative direction and boost engagement.

Designed B2B materials to support retail expansion.

Elevate5 Web, Design, & Strategy

Web Designer

June 2021 - October 2022

Designed responsive, user-friendly websites with HTML5 and CSS.

Designed editorial-style landing pages to enhance storytelling.

Created visually compelling print and digital marketing materials.

Developed branding elements, from logos to full identity systems.

Monogon Design Firm

Graphic Designer

June 2020 - June 2021

Crafted brand identities and logos, shaping cohesive visual narratives.

Designed engaging web experiences, improving user retention.

Oversaw image retouching, asset resizing, and editing.

Designed campaign visuals for social media, print, and OOH.

Tenacious: Brand Management Firm

Junior Graphic Designer

February 2019 - June 2020

Built brand identity systems and marketing materials for diverse clients.

Designed print collateral such as brochures, flyers, and direct mailers.

Created branded merchandise, including stickers and promotional items.

Designed sales decks, pitch presentations, and investor materials.

University of Minnesota Duluth

Graphic Design BFA

(Marketing Emphasis)

SKILLS

Platforms:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)

Design & Branding:

OOH, Print, Layout Design, Branding Design, CRM, Art Direction

Marketing & Strategy:

Meta Ads, Google Analytics, A/B Testing, Motion Design

Social Media:

TikTok, Instagram, Pinterest, UGC Ads, Paid & Organic Growth

Web & UX:

Figma, UX/UI, HTML5, CSS