

ANNA RASMUS

annarasmus.com

I am a senior graphic designer specializing in brand, campaign, and digital creative, with experience across in-house and agency environments. I focus on building visually compelling work that connects storytelling with strategy across multiple channels. Passionate about brand identity, art direction, and using design to shape meaningful audience experiences.

EXPERIENCE

Koala

Senior Graphic Designer

June 2024 - Present

Lead art direction for launches, seasonal campaigns, and key brand moments.

Redesigned and scaled US email templates, adapting global creative for the US.

Develop campaign creative across paid social, email, and web.

Manage freelance designers and maintain high creative standards across projects.

Quince

Senior Graphic Designer

February 2024 - June 2024

Led creative development for performance-driven campaigns.

Managed and mentored junior designers through critiques and design training.

Partnered cross-functionally with brand teams to develop cohesive campaign creative.

Contributed to campaign storytelling through social, print, and influencer marketing.

Graphic Designer

October 2022 - February 2024

Developed high-performing digital campaign creative with a focus on visual storytelling.

Created top-performing designs, including the highest-performing ad in company history.

Designed integrated creative across social, influencer, and broader marketing campaigns.

Supported evolving brand growth through strategic, conversion-focused creative execution.

Elevate5 Web, Design, & Strategy

Brand Designer

June 2021 - October 2022

Developed brand identities including logos, visual systems, and brand guidelines.

Designed print and digital marketing materials, including brochures, flyers, and decks.

Created and managed organic social media content aligned with brand identity.

Collaborated with clients to translate brand strategy into cohesive visual direction.

Monogon Design Firm

Junior Graphic Designer

May 2019 - June 2021

Created early-stage brand identities and logos, exploring different visual directions.

Designed web layouts and digital interfaces with a focus on clarity and visual consistency.

Produced print and digital design assets, including marketing and promotional graphics.

Supported creative development through hands-on design execution across client projects.

EDUCATION

University of Minnesota Duluth

Bachelor of Fine Arts

Graphic Design and Marketing

Istituto Lorenzo de' Medici

Study Abroad: Florence, Italy

SKILLS

Brand & Art Direction:

Brand Identity, Art Direction, Campaign Design, Visual Systems, Print Design, Layout Design

Digital & Content Design:

Social Media Creative, Paid Social Creative, Digital Advertising, Motion Design, Content Design

Platforms:

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

Web & Product:

Figma, UX/UI Design, HTML5, CSS