

Annemarie Gasser

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PROFESSIONAL EXPERIENCE

Great American Supplemental Benefits | Austin, TX

Graphic Design Specialist, 2/2011 - 7/2012

Responsible for all creation, execution and design in an insurance company, oversee 7 plus brands of supplemental insurance. Management, copywriting and creation of identities, web design, brochures, animations, invitations, informational graphics, flyers, e-mail and logos. Ordering, proofing, press checks and creation of compliant state specific materials for various insurance products.

International Conference Management | Austin, TX

Graphic Designer & Web Administrator, 7/2007 - 7/2010

As the sole designer in the company, the position required self direction and fast, efficient design knowledge. Responsibilities ranged from the creation of all corporate and affiliate company marketing materials involved with branding, logo design, advertisements, website creation, and marketing materials. On client facing projects, responsibilities ranged from interacting and collecting assets, creating advertisements for printed show guides, designing and executing HTML e-mail campaigns. Able to effectively share information and utilize strong communication skills to support office staff through information technologies, email account management, and file organization and backup.

KTBC | Austin, TX

Graphic Designer, 12/2005 - 5/2007

As part of the station's design team, creation of on-air graphics for news and informational graphics. Long-term projects involved developing identity and branding of station graphics, designing business cards, and creating newspaper and magazine ads for the station. Created snipes, bumps, interstitials, open animations for various station promotional and sales graphics. Involved in sweeps-week graphic creation, working with various producers to inform and educate the public on current issues. Assisted Art Director with branding station identity graphics and streamlining graphic and organizational processes.

KXAN/KNVA LIN Television | Austin, TX

Graphic Designer 5/2003 - 12/2005

Creator of day-to-day news graphics and public service announcement animations. Graphic design skills were utilized to communicate current events and news updates through graphics that appeared in news broadcasts. Digital art skills were used to develop online graphics, company and client logos, identities for video packages, on-air featured maps, and animations for various promotions sponsored by the television stations. Created printable art for station postcards, T-shirts, and mailers, then coordinated vendors and managed assets to complete designated projects. Manipulated and corrected video and photo media. In cooperation with sales staff, graphics were designed to meet specific on-air, digital, and print needs for station advertisers. Worked with the Art Director and Senior Graphic Designer to outline consistent practices to be used for branding and market-place identification of the television stations.

EDUCATION

LOMA Certification, Associate Customer Service | Austin, TX

Insurance Administration Training, 5/2012

University of Texas Informal Classes | Austin, TX

Creating Web Pages II, 5/2012

Introduction to Flash, 10/2006

Milwaukee Institute of Art and Design | Milwaukee, WI

Bachelor of Fine Arts in Communication Design 05-2002, Minor in Business

multifaceted GRAPHIC Designer

OBJECTIVE

Multi-tasking, creative graphic designer with over 10 years of diverse digital art and marketing experience seeks Management role in a progressive organization.

SKILLS

Adobe After Effects 7
Adobe Dreamweaver CS5.5
Adobe Illustrator CS5.5
Adobe Image Ready
Adobe Indesign CS5.5
Adobe PhotoShop CS5.5
Adobe Premiere 5.5
Chyron Xclyps
HTML
Joomla
Mac and PC Platforms
Macromedia Flash MX
Microsoft Word
Microsoft Power Point
Microsoft Excel
Microsoft Publisher
Quark Express 4.3

AWARDS

ICM | 2009

Employee of the Month

KXAN/ KNVA | 2005

Employee of the Month

Milwaukee YWCA | 2000

Second prize: Group project for environmental graphics.

Samsung Art & Design | 2000

Honorable Mention: Institute animation competition.

Vietnam Veteran's Family Scholarship | 1999