

# ANASTASIA PARENT | GRAPHIC DESIGNER

## SUMMARY OF QUALIFICATIONS

- 10+ years of experience in print and digital design, leading successful projects for marketing and branding initiatives.
- Led and managed art direction for design projects, ensuring a seamless workflow from concept to completion (design, production, and quality assurance).
- Demonstrated expertise in tailoring design solutions to diverse client needs, exceeding expectations.
- Proven track record of generating innovative and impactful design solutions for a variety of topics and situations.
- Organized and detail-oriented at every project stage.
- Thrives in collaborative environments, fostering effective communication and teamwork across all project stakeholders.

## PROFESSIONAL EXPERIENCE

Graphic Designer II | September 2017-Present

John Jay College of Criminal Justice // The City University of New York

- Developed, managed, and distributed designs with branding in mind for college-wide departments through various media
- Organize design procedures in several departments to improve process efficiency, including logo, website updates, naming system structure, and template archives
- Partner with other teams to deliver a range of creative implementations for events, reflective of brand position and proper hierarchy of message for all media platforms
- Deliver projects in a timely fashion while managing multiple projects simultaneously

Graphic Designer | May 2016-September 2017

Baruch College // The City University of New York

- Developed and executed comprehensive visual identity strategies for the college, establishing brand standards and guidelines across all platforms
- Collaborated with executive leadership to conceptualize and deliver high-impact marketing materials, print collateral, and digital campaigns for diverse departments
- Provided strategic design solutions to optimize budgets and exceed client expectations, delivering measurable results

Web Designer | December 2012-January 2016

Macys.com // Home Department

- Designed and developed over 300 seasonal emails annually along with multiple assets weekly
- Increased online sales with new layouts and design ideas for all assets
- Developed identity branding for multiple vendors, boosting site traffic for vendors
- Attended campaign meetings for upcoming projects and provided insight into new design ideas to maximize user experience
- Participated in concept development sessions for new projects, providing perspective and new ideas regarding user experience
- Improved overall design for an expanding market

Graphic Designer | June 2012-December 2012

ETL Interactive

- Developed visual brands for clients and implemented brand concepts throughout a wide range of materials, including logos, websites, and print collateral
- Recommended methodologies to build brand value
- Managed multiple accounts simultaneously, each of which realized greater profit after completion of branding work

## NYC CIVIL SERVICE EXAM

Graphic Artist, Exam #4123 | Score: 100/100

College Graphics Designer, Exam #2065 | Score: 100/100

## EDUCATION

Bachelor of Science, Digital Arts and Design | Full Sail University | May 2012



a.parent

## PROGRAMS

InDesign  
Photoshop  
Illustrator  
Dreamweaver  
After Effects  
Lightroom  
Microsoft Office

## SKILLS

Project Management  
Department Organization  
Social Media  
Print Design  
UI/UX Design  
Web Design  
Typography  
Layout Design  
Creative Thinking  
Branding  
Photography  
Photo Editing

## EQUIPMENT

MacBook Pro  
Adobe Creative Suite  
Nikon D3100  
Wacom Tablet  
iPad  
Coffee