

# anna k andreen // art director

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## EDUCATION

### VCU Brandcenter | Aug 2014 - May 2016

MS, Business & Advertising: Art Direction

### Centenary College of Louisiana | 2011

BA, Communications: New Media; Minor: Studio Art

## EXPERIENCE

### Pitch - Culver City, CA

Art Director | Feb 2017 - Present

- + Overwatch: Concept and pitch creative campaigns and activations for Blizzard's MOBA (multi-player online battle arena).
- + Burger King: Concept, pitch, and execute international TV spots for Burger King's kids' meals and for national test spots.
- + Konami: Concept, pitch, and execute Konami's 2018 brand aesthetic and voice for its casino division. Debut at G2E 2017.
- + Westfield Malls: Concept & pitch print executions for 2017 Holiday campaign and develop brand guidelines.
- + Other: Mile IQ, Rocket Mortgage, Quicken Loans, Twinings, West Hollywood Tourism, Dean Foods

### Innocean - Huntington Beach, CA

Freelance Art Director | Dec 2016 - Jan 2017

- + Hyundai: Concept, pitch, and execute social media for 2017 Super Bowl and for the Elantra GT reveal at the Chicago Auto Show.

### Freelance Designer & Photographer

Summer 2015

- + Shoot new photography and write website copy for a B&B in Bulgaria and brand a relative's consulting firm in Houston, Texas.

### The Graphics Group

Graphic Designer & Project Coordinator | Aug 2011 - Aug 2014

- + In-house designer, technology coordinator, and warehouse manager

## SKILLS & THINGS

Concepting + Photoshop + Illustrator + InDesign  
D&D + Cats + Renaissance Festivals + Yoga