

Ana Griffin

Graphic Designer

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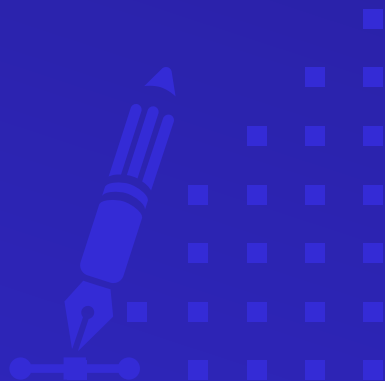
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SKILLS

- Brand Identity & Strategy
- Web & UX/UI Design
- Print & Promotional Design
- Typography & Layout
- Social Media Design
- Advertising Campaigns
- Package Design
- Experiential Design

APPLICATIONS

- Adobe CC:
InDesign, Illustrator,
Photoshop, Acrobat, XD,
Dimension, Express, After
Effects
- Productivity & Platforms:
Microsoft Word, Excel,
PowerPoint, Zoom, Google
Workspace (Docs, Slides,
Calendar, Drive)
- Marketing & Project Tools:
Creatopy, Smartsheet, Jira,
Confluence, Basecamp,
Asana, ClickUp
- Web & Design Tools:
Figma, Wix, WordPress,
Canva, Basic HTML/CSS/
JavaScript



Creative and user-focused designer with 14 years of experience in brand identity, digital campaigns, and UI/UX. Skilled in wireframing, prototyping, and responsive design with Adobe XD, and Figma. Passionate about human-centered design and crafting intuitive, engaging solutions that enhance usability and strengthen brand presence.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer

A Creative Boost, 2022 to Present

- Partner with clients to deliver design solutions across branding, websites, packaging, and digital marketing.
- Specialize in logo and brand identity design, Wix websites, social media graphics, and promotional print collateral.
- Offer creative direction, production support, and consultation to help clients meet visual and strategic goals.

Graphic Designer

Jewish Federation of Greater MetroWest NJ, 2023 to Present

- Produce print and digital materials within established brand guidelines for events, campaigns, and marketing initiatives.
- Design across a wide range of formats: invitations, programs, reports, signage, social graphics, emails, PowerPoint decks, and web content.
- Collaborate cross-functionally to develop visual assets that align with campaign goals and community messaging.
- Manage print production and asset organization, ensuring quality, accuracy, and budget alignment.

Graphic Designer

Giovatto Advertising, 2022 to 2023

- Designed high-impact visuals for automotive, banking, and consumer brands.
- Delivered integrated marketing materials including social ads, print collateral, logos, web banners, and presentations.
- Ensured visual consistency across campaigns and supported strategic brand execution.

Graphic Designer

EarthCam, Inc., 2012-2022

- Led UI design for major SAAS product redesign (Control Center 8), significantly improving UX for clients and internal teams.
- Designed responsive websites including Work Zone Cam and internal sales portals like Cyber Shop to support revenue growth.
- Contributed to mobile app interfaces (EarthCam, Control Center 8, VR Site Tour), including dashboards, and user workflows with emphasis on clarity and efficiency.
- Translated complex tech offerings into clear, engaging visual content for print/digital advertising, produced trade show graphics and product packaging

EDUCATION

William Paterson University

Bachelor of Fine Arts Degree in Graphic Design • 2011