

# Ana Griffin

## Graphic Designer

201-694-2166

acreativeboost@gmail.com

acreativeboost.com

### 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:  
Wix, WordPress, Canva,  
Basic HTML/CSS/JavaScript



Creative and resourceful Graphic Designer with 14 years of experience across agency, in-house, and freelance settings. Proven ability to craft compelling brand identity systems and apply them across print, digital, web, and experiential platforms. Versatile, highly collaborative, and skilled in managing projects from concept through production. Passionate about supporting mission-driven organizations and bringing thoughtful design to impactful communications.

### PROFESSIONAL EXPERIENCE

#### Freelance Graphic Designer

##### A Creative Boost, 2022 to Present

- Partner with clients to deliver design solutions across branding, web, 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.
- Produced trade show graphics, product packaging, mobile app designs, and print/digital advertising.
- Translated complex tech offerings into clear, engaging visual content.

### EDUCATION

#### William Paterson University

Bachelor of Fine Arts Degree in Graphic Design • 2011