



ANYA L. DOWNING . 112 LAKESHORE DRIVE . GEORGETOWN . MA . 01833 . 978-994-5066 CELL . 978-352-7786 HOME . WWW.ANYADOWNINGDESIGN.COM

## software

### *Applications*

- Dreamweaver
- Illustrator
- Quark XPress
- InDesign
- Photoshop
- Flash
- Acrobat
- Microsoft Word
- Excel

MAC & PC Platforms

## education

### *Degree*

Sacred Heart University  
Fairfield . CT

Credits toward Masters Degree  
Major: Marketing

St. Thomas University  
Miami . FL

Bachelor of Arts Degree  
Major: Communications & Design

Graduated Summa Cum Laude  
(GPA 3.9)

International Fine Arts College  
Miami . FL

Associates Degree  
Major: Graphic Design

Illustration Award  
(Pen & Ink Drawing)

## online

### *Portfolio*

- www.anyadowningdesign.com
- Printed samples available at time of interview
- References available

## marketing

### *of Design*

#### Profile

I am a creative and dedicated individual who has had extensive experience in the graphics and marketing industries. Managing print budgets, providing packaging cost analysis and onsite approval of major brand packaging press runs. Intuitive communication skills have been critical for me in bridging various client product needs into successful print campaigns. I have had the opportunity to select a corporate internet team on web development and marketing for retail merchandising. Joining a creative group where I can collaborate with other visual thinkers would be ideal.

## work

### *Experience*

2000 ~ Present

**Anya Downing Design . Georgetown MA**  
Freelance Contractor

- Conceptualized, designed and produced product line catalogs, sell sheets, direct mail pieces, brochures, tradeshow banners, product labels and company logos.
- Developed and created custom websites for various small business clients, balancing site structure with crisp, clean graphics.
- Coordinated production, print runs and delivery of collateral projects, often negotiating services and production solutions to meet client budgets.
- Adept communication skills to siphon client inspirations, needs and expectations into distinctive final art by utilizing multimedia tools to take visual concepts to the next level.
- Participated in research focus group to determine product appeal and preferences in design concepts.

1997 ~ 2000

**Probe Media, Inc . New Milford CT**  
Senior Graphics & Web Designer

- Created and managed print advertising and then integrated designs into web media.
- Worked with Thomas Register's clientele to provide their client base with interactive media.
- Project management with programmers, outsourced and in-house designers.

1995 ~ 1997

**First Brands Corporation . A&M Products, Inc. Division . Danbury CT**  
Marketing and Associate Product Manager

- Promoted to marketing department in the cat litter products division, Scoop Away Cat Litter & Private Label Cat Litter.
- Created marketing forecasts, retail analysis and production forecasts for Scoop Away and Private Label products.
- Worked with advertising department on creation of sales material for quarterly mailings and brand imaging.

1993 ~ 1995

**First Brands Corporation . Glad Brand Home Products . Danbury CT**  
Senior Advertising Coordinator

- Promoted to Advertising Coordinator and managed the growth of the graphic arts department to 7 in-house designers.
- Liaison between marketing and advertising department, while scheduling the printing of quarterly sales materials and packaging print production.
- Responsible for managing several budgets in excess of one million dollars.

1990 ~ 1993

**First Brands Corporation . Glad Brand Home Products . Danbury CT**  
Graphic Designer

- Hired as the initial in-house designer for corporate advertising department.