# parker anne

## Parker Anne Poole Menashe
*Graphic Designer*

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parkerannedesign.com

## SOFTWARE

Figma
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Adobe XD
Slack
Google Workspace
Microsoft Office Suite

## SKILLS

Graphic Designer
UX/UI Desiger
Photo Styling
Problem-Solving
Collaborating
Organization
Attention to Detail
Teamwork
Time Management

## AWARDS

2021 Graphis New Talent
Award - Silver Award for
Kettle & Scone

## PROFESSIONAL EXPERIENCE

### Digital Designer | Sonos
*Remote | October 2021 - Present*

- Responsible for developing shot lists to meet email requirements and providing on-site assistance during photoshoots.
- Conceptualize and design new web pages for our product launches using Figma, ensuring brand alignment, enhancing user experience, and effectively communicating key product features and benefits.
- Creates visually captivating email campaigns for Sonos using Figma, driving user engagement through innovative design strategies.

### UX/UI Designer - Contractor | Petco
*San Diego, CA | January 2021 - October 2021*

- Created detailed shot lists and provided direction during photoshoots to meet specific website demands and standards.
- Designed promotional banners for the homepage highlighting diverse offers and campaigns.
- Tested and developed homepage modules ensuring optimal user experience.

### SEO Specialist | Elevated
*Carlsbad, CA | May 2016 - June 2020*

- Conducted comprehensive keyword research for clients and crafted keyword-centric title tags, meta descriptions, and H1 tags to optimize search engine visibility and enhanced website performance.
- Produced a detailed backlink analysis and SEO technical recommendations report for clients.

### Freelance Designer | Parker Anne Design
*San Diego, CA | July 2019 - Present*

Examples of a few clients I have worked with, along with many others:

**Fifty & Fifty**
• Designed responsive custom websites for non-profit clients in Adobe XD.
• Designed social media posts for all platforms such as LinkedIn, Twitter, Facebook, Instagram and Instagram stories.

**Seaport Village**
• Created monthly promotional materials for the Seaport Village, which includes collateral such as posters, brochures, social media, vehicle wraps, banner ads, and ad panels.
• Revised the designed materials according to the client's feedback.

**North Park Main Street**
• Created wireframes, organized content and executed the final visual design for their Outdoor Dining web pages due to Covid-19 restrictions.

## EDUCATION

### San Diego City College
**AA in Graphic Design**
*January 2017 - May 2020*
*Cumulative GPA: 4.0, Dean's List every semester.*

- AIGA Student Member 2017-2020
- Board of Governors scholarship recipient.
- 1 of 12 participants chosen out of hundreds of applicants to present my portfolio on AIGA's livestream while being reviewed by renowned designer Ellen Lupton.

### Arizona State University
**W. P. Carey School of Business & Barrett, The Honors College**
**Concurrent BS Degree in Marketing & Management**
*September 2011 - May 2015*
*Cumulative GPA: 3.97, Marketing GPA: 4.09, Summa Cum Laude*