



annie koelker

ART DIRECTOR, EXPERIENTIAL DESIGN

563 564 6577 / akoelker03@gmail.com / 5435 Sun Valley Drive, Asbury, Iowa

summary

Award winning Art Director with 16 years of experience delivering visual projects for leading brands across multiple industries. A deep thinker with a genuine interest in human behavior. Knows how to ask the right questions, identify market segments, conceptualize, and execute compelling designs that drive results. Not above the details, compiles shot lists for photo/video shoots, partners with copywriters, editors, and manages outside vendors. Seeking to leverage expertise in team leadership and strategic vision elevating brands of all kinds.

education

B.F.A. IN ART

Emphasis in Graphic Design

Clarke University
2003–2007

awards

- > 50+ local Silver and Gold professional ADDY® Awards
- > 10+ Silver and Gold Regional Professional ADDY Awards
- > National Gold Professional ADDY Award
- > Student ADDY Best in Show
- > Student Gold Regional ADDY

skills

PROFESSIONAL:

- > Creative thinking
- > Visual communication
- > Leadership
- > Project management
- > Collaboration
- > Communication skills

professional experience

ART DIRECTOR, EXPERIENTIAL DESIGN

McCullough Creative, 2022–present

Description in addition to duties of Senior Designer role (below):

- Produces creative visuals in a high-pressure environment for both local/regional and Fortune 100 company clients.
- Maintains a high level of quality while delivering 120+ projects annually.
- Partners with clients and account managers to develop targeted strategies and solutions for each demographic within a brand.
- Conduct thorough research and analysis to understand audience segment needs and market trends, informing design decisions.
- Client facing; collaborates with account leads pitching complex campaign concepts.
- Mentor junior-level designers by providing constructive and motivating feedback.

SENIOR DESIGNER

McCullough Creative, 2017–2022

Description in addition to duties of Designer role (below):

- Current on industry trends, emerging technologies, best practices in design, and integrate them into projects when appropriate.
- Review and approve final production materials for print and dimensional projects, ensuring accuracy and quality standards are met before delivery.
- Collaborate with team members including: copywriters, photographers, and external vendors ensuring cohesive and integrated design solutions.

DESIGNER

McCullough Creative, 2011–2017

- Manage multiple projects simultaneously, prioritizing tasks and resources achieving project goals, timelines, and budget targets.
- Create visuals for various platforms, including print, digital, and large-scale assets such as vehicle wraps, tradeshow booths, and corporate environments.
- Maintain organized files and documentation, including project briefs, design assets, and client feedback, for future reference and collaboration.

(continued)

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skills, cont.

TECHNICAL:

- > Adobe: InDesign, Illustrator, Photoshop, Dimension, Lightroom, Acrobat
- > Standard Microsoft software: Outlook, Word, Excel, PowerPoint
- > Remote-working tools: Zoom, Microsoft Teams, Slack
- > Various AI design solutions: Chat GPT, Topaz Gigapixel, Bing Image Creator and more.

volunteerism

- > Assistant Soccer Coach
Dubuque Soccer Club
2019–present
- > Student ADDY Judge
Advertising Club of Dubuque
2021, 2023
- > Speaker
School Career Fairs
(Middle School/High School)
2021–2024
- > Designer
Young Entrepreneurs
Academy (YEA!)
2015
- > Public Service Director
Advertising Club of Dubuque
2009–2013
- > Marketing Chair
Dubuque Multicultural
Family Center
2010–2012
- > Marketing Chair
Opening Doors
2009–2011

professional experience, cont.

GRAPHIC DESIGNER

Mission Creative, 2010–2011

- Create visual assets for numerous local and regional clients under the guidance of senior designers.
- Collaborate with account managers and creative team to understand project requirements and objectives.
- Utilize design software such as Adobe Creative Suite to develop mockups, prototypes, and final deliverables.
- Follow brand guidelines and design standards to ensure consistency across all mediums and markets.
- Incorporate feedback and revisions into designs to meet client expectations and project deadlines.

GRAPHIC DESIGNER

Dubuque Area Chamber of Commerce, 2007–2010

- Design a variety of marketing materials including newsletters, flyers, and social media graphics.
- Utilize design software such as Adobe Creative Suite to develop layouts, illustrations, and other design elements.
- Follow brand guidelines and design standards to ensure consistency across all chamber member communications.
- Support the chamber’s events by creating promotional materials, signage, and presentations.
- Solicit information from member businesses and tourist destinations and design the annual Dubuque Area Visitor’s Guide.

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references

JENNIFER HANNIFORD *Vice-President, Marketing and Communication*
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