

Anna Schoeck

Charlotte, North Carolina

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Senior Graphic Designer

EXPERIENCE

Senior Graphic Designer, The Plaid Penguin

October 2022 - Present | Charlotte, N.C.

- Supervise the creative direction and execution of brand identities for a variety of agency clients focused in the hospitality industry.
- Collaborate closely with strategists, copywriters, and fellow designers to develop visually compelling and strategically aligned design systems.
- Ensure every touchpoint reflects brand consistency, clarity, and innovation from concept to delivery.
- Mentor junior designers and manage project workflows to meet tight deadlines without compromising quality.

Graphic Designer, JLL

September 2019 - September 2022 | Charlotte, N.C.

- Contributed to an in-house corporate design team to develop and maintain brand-aligned visual assets across print and digital channels including long-form book design.
- Created marketing collateral, internal communications, presentations, and event materials that supported company initiatives and upheld brand standards.
- Collaborated with cross-departmental teams to translate business objectives into clean, effective design solutions while meeting tight deadlines and adhering to compliance guidelines.

Digital Media and Communications Intern, Phi Beta Kappa

May 2019 - August 2019 | Washington, D.C.

- Supported the communications team by designing print and digital materials that promoted the organization's mission and programming.
- Assisted in developing social media graphics, web pages, event collateral, and planned networking events.
- Contributed to content strategy and membership engagement, helping to maintain visual consistency across platforms while amplifying the nonprofit's voice.

EDUCATION

Bachelor of Arts in Visual Communications

University of South Carolina

2015-2019

SKILLS

Adobe Suite: Illustrator, Indesign, Photoshop, Bridge, After Effects

Photography, Art Direction, Wix, Microsoft Suite

REFERENCES

Laura Bankhead

Graphic Designer, FieldTrip Creative Studio

laura.b.bankhead@gmail.com

Rob Medley

Art Director, JLL

rob.medley@jll.com

PORTFOLIO

schoeckstudio.com