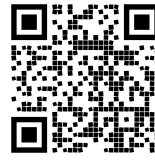


Annelise Wall

Digital Experience Designer



alw5205@rit.edu

Portfolio:

<https://awalldesign.framer.website/>

EXPERIENCE

RIT Magic Spell Studios — Content Creator

MAY – AUG 2023 & 2024 | ROCHESTER, NY

- Led 2-person content creation team for a 23' LED jumbotron.
- Generated motion graphics templates, promotional videos, sizzle reels and other graphics.
- Collaborated with stakeholders and partners to curate and source content while managing broadcast-style reels via Pixera media software.

Homemade Zine Vol. 1 & 2 — Art Director / Illustrator

SEPT 2021 – PRESENT | REMOTE

- Developed visual identity for promoting and selling art & literature anthology. Produced engaging digital graphics for social media and print.
- Coordinated with team of 7-9 supervisors to oversee a group of 50+ creators per volume.
- Fulfilled ~250 orders of Vol. 1, donated \$3200 of profit to charity. Fulfilled ~300 orders of Vol. 2.

AWOL Art Studio — Entrepreneur / Illustrator

JAN 2024 – PRESENT | ROCHESTER, NY

- Illustrated artwork for diverse merchandise selection for sale at markets and shows. Demonstrated customer service skills to increase conversions.
- Achieved 800% return on investment within 9 months.

PROJECTS

Beyond Fashion 2023 — Motion Graphics Designer

NOV – DEC 2023 | ROCHESTER, NY

- Worked with a fashion design client and fellow motion designers to create graphics for the runway drawing from Vignelli design ethos.
- Designed a credits sequence and visuals to match outfits. Set up Resolume file for a partner to video-DJ on screen.

Canandaigua User Experience Charette — Designer

MAR 2024 | CANANDAIGUA, NY

- Researched urban plan concept for potential lakefront destination in collaboration with Sands Family Foundation.
- Collaborated with interdisciplinary group of designers to problem solve and present assets after a 16-hour creation period.

EDUCATION

Rochester Institute of Technology

BFA New Media Design

Cum. GPA 3.97, Dean's List 6 of 6 semesters

Outstanding Undergraduate Scholar Recipient

SKILLS

Adobe After Effects, Premiere Pro, Illustrator & Photoshop

Prototyping

Motion Graphics

Graphic Design

Digital Illustration

Basic 3D modeling

OTHER ACTIVITIES

Asian Culture Society Executive Board (2023–24)

Led team to create social media & print graphics, designed weekly activities for a club of ~150 active members.

RIT Student Marketing Advisory Council (2022–24)

Served with a team of fellow students on the university-wide committee. Through focus group discussions, reviewed draft marketing collateral, sharing feedback and insights to ensure marketing materials would be relevant and engaging for prospective students.