

Annelise Wall

Digital Experience Designer



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Portfolio:

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

LinkedIn:

<https://linkedin.com/in/annelise-wall>

EXPERIENCE

RIT New Media Design — Teaching Assistant

NOV – DEC 2023 | ROCHESTER, NY

- Provided feedback and assistance to design students of different experience levels in a timely manner. Maintained consistent, professional correspondence with students and professor.
- Helped improve lessons and projects to build student skills and increase engagement.

AWOL Art Studio — Entrepreneur / Illustrator

JAN 2024 – PRESENT | ROCHESTER, NY

- Illustrated artworks for diverse merchandise selection for sale at markets and shows. Demonstrated customer service skills to increase conversions. Constructed booth to display merchandise.
- Achieved 1600% return on investment within 1 year.

RIT Magic Spell Studios — Content Creator Team Lead

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 / Social Media Designer

SEPT 2021 – JAN 2025 | 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, donating \$3200 to charity. Fulfilled ~300 orders of Vol. 2, donated \$5900.

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 3.93, 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, and fundraised 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. Reviewed draft marketing collateral at focus groups, and shared insights to ensure materials are engaging for prospective students.