Anna Konson

konsonanna@gmail.com – 248 420 4549 – annakonson.com

EXPERIENCE

Replicant - Remote

Senior Marketing Designer → January 2025 - present

- Co-owned a company-wide rebrand from agency direction through launch, including the sales deck and website refresh
- Built an AI-powered intake and triage workflow that pre-qualified creative requests before they reached the queue
- Moved the brand design function from execution on request to brand stewardship
- Produced campaign assets across verticals, including video reused across sales, ABM, and paid social

Policygenius (acquired by Zinnia in 2023) - New York, NY

Brand Design Lead → August 2023 - December 2024

Senior Brand Designer → August 2021 - July 2023

- Directed designers and copywriters on brand campaigns aligned to company objectives and consumer feedback
- Designed the creative process for producing and testing paid social at speed, which raised output and lowered cost per acquisition
- Led growth marketing design across digital, paid, organic, and influencer, using customer and platform metrics to guide decisions
- Managed external illustration and animation producers, an intern, and a designer
- Contributed to the brand guidelines, storyboarded and animated YouTube video, and built graphics packages and motion design for influencer talent

Bloomscape - Detroit, MI

Graphic Designer → February 2020 - August 2021

- Led art direction across direct mail, out of home, and email
- Applied the company rebrand across print, digital, packaging, and web, working with UX, operations, and digital marketing
- Established the creative development process for marketing campaigns and brand evolution

White Glove - Birmingham, MI

Graphic Designer → February 2019 - February 2020

- Organized the brand language after an identity refresh and established brand guidelines
- Designed logos, print collateral, and web ads for company services and products
- Established the design process for creating and updating marketing assets

University of Michigan, Office of Academic Innovation - Ann Arbor, MI

Junior Graphic Designer → September 2018 - February 2019

- Assessed the department's digital marketing needs through user research and built a visual strategy to drive engagement
- Created graphic assets for web, social, and outward marketing and shaped the visual brand language

SpellBound - Ann Arbor, MI

Designer → August 2016 - September 2018

- Built the company brand and used it to support product development, sales, and the seed round
- Developed new product lines and their branding through user research, and designed pitch decks, sales materials, and the website

EDUCATION

College for Creative Studies - Graduated May 2017 with honors

BFA in Product Design + Business Concentration

SKILLS

Brand Identity Development, Art Direction, Motion Design, Brand Design, Print Design & Prepress

TOOLS

Figma, Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, Cinema 4D, Sketch, Frame.io, Claude Code