

ANASTASIA COOK GRAPHIC DESIGNER

Interdisciplinary designer with experience solving creative quandaries and fortifying brand recognition across print, digital, and experiential media.

anastasiacook.com
Brooklyn, NY

TECHNICAL SKILLS

Illustrator, InDesign, Photoshop, AfterEffects, Acrobat, XD

PowerPoint, Word, Excel

Shopify, Squarespace, Webflow, Wix, Wordpress

Keynote, HTML/CSS, Sketch

EDUCATION

Pratt Institute Brooklyn, NY
Bachelor of Fine Arts,
Communications Design

EXPERIENCE

WASTEDTALENT.CA JUN '19 – JUL '19

Freelance New York, NY

Modified comics from horizontal panels to vertical format for the Webtoon mobile platform. Performed retouching, including background expansions and content alterations.

EAST VALLEY INSTITUTE OF TECHNOLOGY SEP '18 – PRES

Volunteer Phoenix, AZ

Worked with EVIT's Fashion & Merchandising dept. at the start and end of the school year teaching about branding and marketing. Performed critiques, interviews and taught PS/AI to high school age students. Designed departmental logos.

CENTRIC BRANDS OCT '18 – MAY '19

Graphic Designer, Marketing New York, NY

Global Brands Group merged to become Centric Brands in 2018

Developed corporate branding around HR's internal communications (intranet, signage) as well as the initial public corporate website, company brand guidelines, and social media posts.

Established internal digital presentation templates for company-wide use in keynote and powerpoint.

Worked with BCBGMaxAzria marketing on an influencer press kit, including illustrations, packaging and print collateral.

GLOBAL BRANDS GROUP JUN '15 – OCT '18

Digital Designer, Marketing New York, NY

Worked within the full brand portfolio of GBG creating marketing assets from presentations to packaging, in-store displays, websites, and web/social/print campaigns.

Designed and oversaw the development an internal innovation-focused website consisting of technology reports, event listings, company 'club' programs and external partnership pages.

Developed and designed initial branding and launch materials for Katy Perry Collections including website, presentation and environmental graphics.

Worked within Amazon A Plus stores and brand pages as well with digital platforms such as Mailchimp and Shopify creating assets as needed for brands and pop-ups.

Created spec branding for potential products to be presented to national chains such as Walmart, Target, and Kohl's.

PUT PEOPLE FIRST! PENNSYLVANIA SEPT '16 – OCT '16

Freelance New York, NY

Worked closely with members of the PPF-PA organization to create a comprehensive booklet of community-based research and stories focusing on the individual rights of Pennsylvanians and how to improve state healthcare.

RIZZOLI UNIVERSE OCT '13 – MAR '14

Design Intern New York, NY

Designed book jackets and additional materials and managed final editorial changes to files and finalized books for press.

Maintained digital archives for publicity usage.

GOOD TASTES MACARONI AND CHEESE JUN '13

Freelance New York, NY

Devised and executed a promotional typographic chalk mural for the summer International Fancy Food Confection Show.