

# Anna Rovedo 2015

Tel +1 312-550-3101

Email  
anna.rovedo@gmail.com

Web  
www.behance.net/arovedo

---

## Hello!

I'm a digital art director/senior designer/illustrator/bike commuter/polyglot traveler living in New York. My work experience over the past 13 years includes everything from creating memorable ad campaigns for large global brands to designing the UI for the next generation of Ford and Lincoln car dashboard computers. I have designed mobile apps and sites, interactive vending machine ads, animated digital menu boards, and museum kiosks. I draw from a bag of skills acquired through my unique experiences both at home in the United States and abroad in Italy and Spain.

---

## Skills:

CS6 Photoshop, Illustrator, and InDesign, Corel Draw, 3D Alias MAYA, Microsoft Excel, Word

Mac and PC

Fluent in Italian and Spanish  
Native English

---

## Education:

**2008-2009**  
**Escuela Superior de Diseño y Moda Felicidad Duce**  
Barcelona, Spain

*Masters of Fashion Design*  
*Certificate in Pattern Making*

**1998-2002**  
**University of Illinois**  
Urbana-Champaign, USA

*BFA Graphic Design*

## Experience:

**2007 - 2015**  
**Art Director**  
**Independent Freelancer**  
New York, NY / Chicago, IL

Employers and Clients:

**VSA Partners**  
*IBM, Kool-Aid*

**Razorfish**  
*Ford, Lincoln, Mercedes, JCPenney, State Farm*

**Digitas**  
*ebay, Oreo, Sour Patch Kids*

**Arc/Leo Burnett**  
*McDonald's, Norton Internet Security, Philip Morris*

**Critical Mass**  
*HP, Clorox Bleach, USAA, United Airlines*

**Draftfcb**  
*Valspar Paint*

**Euro RSCG**  
*Kmart*

**Edelman Interactive**  
*National Dairy Association, Clorox Bleach, Burger King, Wrigley Gum*

**2009-2010**  
**Art Director**  
**Draftfcb**  
Chicago, IL

Clients:  
*State Farm, Jell-O, AI, KFC, Valspar Paint, Kmart, SCJohnson*

**2008-2009**  
**Apparel Graphics Designer**  
**Inditex (Zara, Stradivarius)**  
Barcelona, Spain

Designed textile print collections, positional print graphics, buttons, zippers, embroideries and labels. Created in-store graphics and merchandising elements.

**2006-2007**  
**Art Director**  
**Guru Creatiu**  
Barcelona, Spain

Designed and developed websites, logos, brochures, and t-shirt graphics.

**2004-2005**  
**Graphic Designer**  
**Woolrich**  
Bologna, Italy

Created original artwork for screen printing and embroidery. Prepared garment illustrations and tech packs for product development. Created and organized a digital graphics database.

**2003-2004**  
**Graphic and Video Designer**  
**Pentagono**  
Bologna, Italy

Designed and produced websites, interactive kiosk displays, and video installations for museums and exhibitions.