

Annie Eldridge

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Summary

Graphic designer focused on branding, layout, and accessible web design. I create clear, structured visual systems that improve usability, strengthen brand identity, and support communication across print and digital platforms. Experienced in translating research and strategy into engaging, human-centered design solutions.

Skills

Design Skills:

Brand Identity | Visual Systems | Typography | Layout Design | UX/UI Design | Web Design | Accessibility | Digital & Print Design | Research-Driven Design | Creative Problem Solving

Design Tools:

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Figma | WordPress | Canva

Education

Bachelor of Arts in Graphic Design and Media Arts

Concentration: Web Design

Southern New Hampshire University

Design Experience

Academic Design Projects

- Designed integrated campaign assets across social, email, and web, creating a cohesive visual system that improved clarity and consistency across platforms
 - Developed landing page graphics and email templates using hierarchy and structured layouts, making content easier to scan and increasing user engagement
 - Created digital and print materials by organizing typography, color, and layout systems, improving readability and communication effectiveness
 - Translated complex concepts into clear visual solutions using layout and visual hierarchy, helping users understand content more quickly
 - Prepared production-ready files for print and digital deliverables, ensuring accuracy and smooth implementation
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Professional Experience

Regional Property and Marketing Manager

Urban Hive Properties LLC – 2021–2025

- Designed and executed marketing assets across digital, print, and social platforms, contributing to a 14% increase in engagement and occupancy
- Led branding updates across 10+ properties, improving visual consistency across signage, listings, and promotional materials
- Adapted designs across formats including advertisements, signage, and presentations, supporting marketing efforts across 250+ residential units
- Collaborated with internal teams and external vendors to deliver projects from concept through production, ensuring alignment with brand and campaign goals
- Managed multiple design and marketing projects in a fast-paced environment, maintaining quality, consistency, and on-time delivery

Creative Production Associate

The Wood Connection – 2015–2018

- Assisted in product and packaging design, enhancing visual presentation and supporting customer appeal
- Reviewed production outputs for accuracy and consistency, ensuring high-quality final deliverables