



ana.azc.carlson@gmail.com

517.242.2309

www.anacarlson.com



QUALIFICATIONS

Creative leader with extensive expertise in all facets of creative execution, direction and strategy. Passionate brand architect with a vision to define the core of a brand, design an impactful brand identity and bring it to life via holistic and meaningful activation. Experienced in building, developing and managing global, multidisciplinary teams of diverse personalities to inspire, ideate, create and excel in deadline driven environments. Skilled creative with extensive knowledge of typography, layout, color theory, story boarding, art direction, video and multimedia production, digital and traditional design, user experience, project management, idea generation and presentation.

Brand Strategy	Creative Copywriting	Adobe CC (Ai, Ps, Id, Pr, Ae, Xd)
Brand Development	Global Team Management	WordPress
Creative & Art Direction	Project Management	Figma
Digital & Traditional Design	Ideation & Storyboarding	UI / UX Development
Video Production	Client Presentation	Microsoft Office

EXPERIENCE

CREATIVE DIRECTOR Jabil Inc., St. Petersburg, FL March 2015 – Present



Responsible for defining and implementing the creative vision and brand strategy for a \$29 billion, Fortune 150, global manufacturing company. Leading the creative experience across digital, interactive, print, video, multimedia, data visualization, interior and experiential design platforms. Developing multifaceted creative campaigns to support enterprise-wide strategic growth and objectives around sales/marketing, internal/external communications, thought leadership, public relations, sustainability, social responsibility and global talent acquisition.

- Defining, shaping and implementing Jabil's brand strategy and standards, creating and managing Brand Architecture and Brand Guidelines, and ensuring enterprise-wide brand compliance
- Creating all visual elements for company's new 200,000 square foot headquarters and Global Interior Design Standards
- Responsible for the development of organization's first global multidisciplinary creative department, team strategy, workflow process, and the design of an in-house virtual production LED volume studio
- Leading ten-person creative team in producing fresh, innovative work that translates complex ideas into compelling visual deliverables with captivating activation strategies
- Delivering best-in-class design, photography, UX/UI, video and branded storytelling in fast-paced, rapidly evolving landscape
- Prioritizing projects and resources based on short- and long-term needs, establishing production schedules, ensuring that objectives, deadlines and budgets are met
- Directing brainstorming meetings and creative sessions, producing concepts and creative briefs, and crafting storyboards, mood-boards and treatments; presenting concepts and strategy to C-level audience and customers
- Managing and cultivating career development of team members through education, energy and optimism, inspiring them to push the envelope to constantly enhance the brand
- Managing multi-tiered, global campaigns from concept to execution, continually evaluating trends, cultural shifts, and ensuring utilization of up-to-date industry standards
- Working in partnership with global sales and business leaders to ensure brand consistency and alignment across all regions
- Developing internal communications campaigns that translate enterprise messaging across global functions and business divisions into desired and sustainable behavioral changes
- Responsible for an annual budget of \$1.3MM, including vendor negotiation, RFP development and review



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EXPERIENCE

SENIOR GRAPHIC DESIGNER
MERS of Michigan, Lansing, MI
October 2008 – March 2015

October 2008 GRAPHIC DESIGNER
November 2010 SR. GRAPHIC DESIGNER

Conceptualized, planned, created and implemented design solutions in support of the corporate's strategic growth, internal & external communications, marketing and public relations objectives for a \$9 billion pension plan.

- Assisted with enterprise re-brand initiative, including new logo and visual identity design and deployment across all print and digital channels
- Proposed and created visual solutions to articulate marketing strategy consistently across print, video, photography and digital media; presented concepts and finalized ideas to senior leadership
- Interpreted business needs and developed concepts to achieve clients' goals & objectives
- Planned and managed multi-tiered creative campaigns and product launches from concept to execution through creative briefs, timelines, and project tracking software; kept projects within all progressive and final deadline
- Established and maintained corporate branding standards and guidelines; assisted in maintaining departmental archives and project files
- Provided creative direction and training to develop junior designers

GRAPHIC DESIGNER
Michigan State University College of Law, East Lansing, MI
December 2004 – October 2008

December 2004 GRAPHIC DESIGN INTERN
July 2005 GRAPHIC DESIGNER

Worked in partnership with the Director of Marketing and the Director of Admissions to further the Law College's marketing, admissions recruitment, and public relations goals through creation of publications and promotional materials.

- Developed creative for all internal publications and publicity projects, including brochures, direct mail, advertisements, logo design, trade show displays, posters, and invitations; presented concepts to leadership
- Managed design projects from concept to completion while meeting strict deadlines and budget constraints
- Assisted in managing multi-tiered student recruitment campaigns, and the organization and promotion of legal seminars, continuing education classes and conferences
- Maintained graphic identity standards, ensuring quality and consistency
- Assisted marketing director in coordinating video, photo shoots, and departmental archives and project files

EDUCATION

BACHELOR OF FINE ARTS

Major in Graphic Design
Minor in Art History
Michigan State University, East Lansing, MI

LANGUAGES

English ●●●●●

Croatian ●●●●●

Spanish ●●●●●