



ANNIE RUTHERFORD

816.914.2260 | annierutherford@gmail.com
View My Portfolio At: annierutherford.com

OBJECTIVE

I am a Graphic Design professional with over 7 years of experience in designing both digital and print marketing materials and campaigns. I have also worked in content creation and art direction. I am currently seeking a challenging new role as a Graphic Designer in a collaborative setting.

WORK EXPERIENCE

TIVOL

SEPT 2016 - PRESENT

Creative Manager & Senior Graphic Designer

Jan 2019 - Present

As the Creative Manager for TIVOL, an industry-leading jeweler based in Kansas City, I have managed our team through several omni-channel marketing campaigns. I consistently lead projects with rapid turnarounds from concept development through to print, including release and execution. This involves coordinating with upper management and our sales and merchandising teams to develop successful campaigns that fit with the overall brand strategy for the company.

I have acted as the Creative Director of our bi-annual publication and have been the sole designer on that project since we brought it completely in-house in 2020.

Graphic Designer

Sept 2016 - Jan 2019

As TIVOL's first and only in-house graphic designer I took on the design of all of their internal and external communications, including co-op ads for brands we carry, which requires me to work on tight deadlines and be comfortable working within strict brand guidelines. This allowed us to bring all projects, including their bi-annual magazine, in-house. I built up my photography skills to supplement the work of our part-time photographer, and learned professional airbrushing, and jewelry editing in Photoshop which allowed us to bring all photo editing in-house.

As we updated our website from Wordpress to Magento, I updated TIVOL's brand identity guidelines to bring their overall brand up to a more modern standard, that works with the current brand strategy, which is targeting a younger audience.

EGGHEAD STUDENT DESIGN AGENCY

AUG 2016 - MAY 2017

Graphic Designer

The Student Design Agency allows other campus organizations to reach out to the team for design work. We were available for projects throughout all aspects of campus, from administration to clubs which allowed us to manage projects with very different styles in mind.

MAVUNO

MAR 2016 - AUG 2016

Graphic Design Intern

In this remote role I collaborated with my team via google meets, and created a cohesive Brand Identity spanning across all business platforms, developed their brand identity standards, and provided them with materials needed for day-to-day business. I also created content for their social media accounts.

KANSAS CITY WATERS

JAN 2016 - MAY 2016

Graphic Design Intern

I worked with a team of four that was responsible for the complete redesign of the Kansas City Waters website and their app, KCWaterBug. This included creating a brand identity guide for the company.



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EDUCATION

UNIVERSITY OF MISSOURI - KANSAS CITY

GRADUATED: MAY 2017

I graduated Cum Laude with my Bachelors of Arts with an emphasis in Graphic Design at the University of Missouri - Kansas City in 2017, and received Departmental Honors.

ST. TERESA'S ACADEMY

GRADUATED: MAY 2013

I graduated with a 3.85 GPA and during my time I was a member of the French Club, and also served as the President of French Club my Senior year.

CERTIFICATIONS

GOOGLE ADS DISPLAY CERTIFICATION

2018 - PRESENT

Demonstrates my ability to deliver effective display advertising to meet specific marketing objectives.

GOOGLE ADS MEASUREMENT CERTIFICATION

2018 - PRESENT

Demonstrates my ability to measure and optimize Google Ads campaign performance.

TECHNICAL SKILLS

MICROSOFT PROGRAMS

Proficiency in Microsoft Word, Excel, PowerPoint, (and their google counterparts) Outlook and Teams.

ADOBE PROGRAMS

Master Level Proficiency in InDesign, Photoshop, Illustrator, and Lightroom.
Expert Level Proficiency in After Effects, Dreamweaver, Premier Pro, and Adobe XD.

OTHER PROGRAMS

Intermediate Proficiency in Keynote, MailChimp, Assana, Canva, and others.

REFERENCES

RYANN RINKER

IFOCUS

Executive Assistant • 913.707.5351

LINDSAY ROSS

TIVOL

Appraiser & Diamond Buyer • 816.482.2891

HEATHER ISBELL

T-MOBILE

Graphic Designer & Photographer • 913.901.7271

ISABEL GARCIA

POLSINELLI

Business Development Coordinator • 636.614.9854