

ANNA HU

An ambitious and passionate Graphic Designer striving to build a foundation with an innovating company, yours. Trailing more than 7 years in Product Management and Merchandising, with an exceptional focus in Branding Building and Product Messaging. A keen observer of refining and embracing the culture between the Brand's image and bridging communication with the consumers and the team. Leadership accountability and developmental approaches in finding new concepts to build loyalty among customers and the future of the industry.

San Francisco
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(415) 269-7681

EXPERIENCE AS A PROFESSIONAL

Catalog Merchandise Coordinator at Athleta

April 2016 – March 2018

- Support Merchandising and Creative departments in planning pre-seasonal Brand messaging strategies while facilitating program counts and assignments for each seasonal to monthly flow
- Create reporting and visual tools for post-season Hindsight strategies and providing support in sourcing information from Filemaker, catalog performance and circulation, and NOVA sales data
- Track and maintain season-by-season product information into Filemaker for pre- and post-Style Out collaborations with Creative Marketing
- Collaborate with Catalog Creative in all proofing rounds of 14 house catalogs and 10 Direct Mailers per year, including Seasonal Look Books and additional print materials for Marketing media
- Develop structural class boards and concept visual boards in InDesign to display upcoming seasonal assortment's Styles and Collections in preparation of Product Messaging and Creative Collaboration

Inventory Lead at Athleta(stores)

June 2013 - April 2016

- Drive a solid connection and enhance customer shopping experience by providing a knowledge base of our product values and quality - in stores, through purchases online and catalog ordering
- Identify patterns contributing to 33%+ daily conversion and higher traffic count through building rapport in product quality and function
- Recognize daily and weekly performance goals in results while enforcing visual and replenishment systems to meet sales floor merchandise levels
- Strategize with Visual Merchandiser to understand product presentations and regulate weekly and monthly shipment distribution to reflect visual updates and flexing options

Print Media Designer at Sterling Bank & Trust

July – December 2015

- Develop consistent framework in promotional print advertisement and marketing tools for 18 branches and neighborhood publications distributed on a weekly to monthly basis throughout the Bay Area
- Build a strong image between products and the consumer market by understanding and emphasizing typographic and color elements to create impactful meaning in brand value and customer needs
- Collaborate with Marketing Coordinator to implement visual presentation reflecting each branch location's neighborhood and demographic trends
- Revise print work from past designs and rebrand company's message and campaign for bigger community involvement and business growth

ASSETS AND SKILLS

Adobe Creative Cloud
(Photoshop, InDesign, Illustrator)
HTML5 and CSS language
Pre-press and Print Production
Microsoft Office (Words, Excell)

Adaptive
Energetic
Imaginative
Outspoken
Upbeat attitude

EDUCATION

2006 - 2011

California State Polytechnic University
of Pomona

B.F.A. in Graphic Design

2018, in progress

City College of San Francisco

Visual Design Foundation Certificate of Achievement