

Anna Dang

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Education **California Polytechnic State University** | San Luis Obispo June 2019
Bachelor of Science, Graphic Communication, Graduated Summa Cum Laude
Concentration in Design Reproduction Technology
Minor in Integrated Marketing Communications

Experience **Pottery Barn Teen** | San Francisco, California February 2022 – Present
Web Designer - Web Creative
Designed website creative from homepages, landing pages, and microsites. Collaborated with cross-functional partners to ensure deadlines and goals were met. Kept up with creative changes in a fast-paced retail environment.

Pottery Barn Kids & Teen | San Francisco, California August 2019 – February 2022
Junior Designer - Digital Creative
Designed assets for e-marketing: emails (created new templates & updated existing templates), display banners, SMS and email banners. Produced daily emails - from design to coding. Designed assets for paid and organic social: Instagram Stories, Snapchat, Facebook, Pinterest, Google, and Twitter. Managed campaigns and collaborations with various licensors and met both internal and external brand guidelines. Collaborated with various cross-functional teams to meet deadlines and seasonal goals. Led instructional meetings to teach co-workers the basics of coding emails, social design, and the use of Adobe's AfterEffects.

Curology | San Francisco, California August 2021 – February 2022
Email Designer - Independent Contractor
Designed emails using design system in Figma. Created emails for both Curology and Agency brands. Collaborated with crossfunctional partners to ensure email deadlines met. Worked remotely.

Pottery Barn Kids | San Francisco, California June 2018 – August 2018
Decorative Accessories Product Development Intern
Designed collection of decorative accessories for new Pottery Barn brand, Pottery Barn Modern Baby. Created mock print catalog to go along with the collection. Collaborated with team to design products for upcoming seasons. Attended meetings with merchants and executives to discuss upcoming trends, product ideas, and finances. Assisted team with designs and season critiques. Worked with other interns to create final presentation that was given to Williams Sonoma Inc. executives and other employees.

Plantronics | Santa Cruz, California June 2016 – October 2016
Product Marketing – Design and Innovation Intern
Created a new template for product photography. Earned the role as Product Launch Manager. Acted as a cross-functional communication source by interviewing the engineering department and voicing new perspectives to the marketing team. Scripted and outlined a video to aid the internal sales team. Responsible for creating numerous documents for internal use. Worked on-site and remotely from home and San Luis Obispo.

Skills *Adobe Creative Suite:* Photoshop, AfterEffects, Illustrator, InDesign, Lightroom, Bridge
Social Media: Instagram, Snapchat, Facebook, Twitter, Pinterest, Tumblr, YouTube
Web: HTML, CSS
Tools: Figma, InVision, Asana, AirTable
Digital Photography