



Anisah Noer  
**SENIOR DIGITAL DESIGNER**



anisahnoer@gmail.com



anisahnoer.com



717.877.6135

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## education

### Kutztown University of Pennsylvania

Graduated MAY 2014

B.F.A. in Communication Design  
Concentrations in Graphic,  
Advertising, and Interactive Design

## skills

- Adobe Creative Suite
- Sketch
- Figma
- SquareSpace
- InVision

## experience

### WebMD NEW YORK, NEW YORK

#### **FREELANCE SR DIGITAL DESIGNER** JUN 2021–JUL 2022

- Designed Editorial Pages to tell a unique story for users to better understand ailment content
- Built banners, rich media units and created responsive design across programs

### Juice Pharma NEW YORK, NEW YORK

#### **SENIOR ART DIRECTOR** SEP 2020–JUN 2021

- Collaborated with team to implement design solutions within websites, digital assets and print pieces leading up to a large product launch

### Intouch Solutions NEW YORK, NEW YORK

#### **FREELANCE ART DIRECTOR** MAR 2020–AUG 2020

- Collaborated with UX designers to develop dynamic redesigns for client websites
- Developed design systems to be utilized by other designers
- Worked closely with developers to create any necessary design solutions during the build stage of website redesigns

### McCann Health NEW YORK, NEW YORK

#### **FREELANCE ART DIRECTOR** SEP 2019– SEP 2019

- Collaborated with digital team to implement design solutions within complex websites
- Created a unique icon library for digital assets within detailed concepts

### Wayfair BOSTON, MA

#### **FREELANCE ART DIRECTOR** MAY 2019–JUL 2019

- Partnered with creative managers and other members of the team to develop design strategies and campaigns
- Aided in evolving the brand for the B2B experience

### Digitas BOSTON, MA

#### **ART DIRECTOR** SEP 2018–APR 2019

- Collaborated with creative directors, copywriters, and fellow art directors to build integrated campaigns
- Partnered with copywriters to concept and execute digital assets

### Connelly Partners BOSTON, MA

DEC 2014–JUN 2018

#### **CONTENT CREATOR** DEC 2017–JUN 2018

- Creatively manage the post-production process
- Directed in-house photoshoots, while working closely with videographer and client
- Improved efficiency of creative process

#### **STUDIO DESIGNER** DEC 2016–DEC 2017

- Collaborated with UX designers to implement design solutions within extensive websites
- Worked closely with web developers to accurately translate designs to tangible code
- Managed studio interns to produce print ads, social media creative, and digital banners

#### **JUNIOR STUDIO DESIGNER** DEC 2014–DEC 2016



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## freelance clients

### Proud Pour

**ART DIRECTION & DESIGN** JUN 2020–ONGOING

- Lead user experience and design for completely new website, with a main objective to include e-commerce
- Collaborated with developer to accurately translate designs to tangible code
- Brought design system from newly designed website into digital assets and print collateral

### Mixfit

**ART DIRECTION & DESIGN** SEP 2019–FEB 2020

- Collaborated with team to strategize, concept, and execute social media campaigns across all major platforms
- Enhanced app and purchase experiences on website

### LeslieJames Events

**ART DIRECTION & DESIGN** JUN 2018–MAR 2019

- Created brand identity and brand strategy
- Designed, built, and managed website using SquareSpace
- Directed photoshoot for website and social media

## volunteer & community

### NY Gay Cornhole League

A queer cornhole league in NYC, NYGCL allows for a safe, inclusive, and diverse environment for people of all athletic abilities to come together weekly as a community.

**DESIGN & SOCIAL MEDIA** JUN 2021–ONGOING

- Designed and built the league's website using SquareSpace to house all information in one place: sign-up forms, personify the merch store, and important details such as time and location
- Manage and design all social media to promote the league and inform members of any changes throughout the week
- Assist in coordinating games on a weekly basis