# ANNETTE VOGT

## Art and Creative Direction

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Professional Profile

Unpretentious Art and Creative Director with a wealth of experience in brand marketing, direct response for print and digital, animation, event, and user experience (UX). A self-starter who can execute and boost client presentations and deliverables with a sense of purpose and a sense of humor. Motivate, empathize and adapt with a team, at the end of the day, to simply produce great work, every day.

Skills

**Proficient ~** InDesign, Photoshop, Illustrator

**Working knowledge ~** After Effects,   
Microsoft Suite, Workfront,   
Base Camp, Mural

**Basics ~** Figma

**Education**

**Bachelor of Arts,** Art,   
Emphasis Visual Communication,

**Northern Illinois University,**   
DeKalb, IL

**Certificate, Web Design,**   
Columbia College, Chicago, IL

**Tempo Awards**

2022 Pella Nurture DM   
2021 Pella Acquisition DM

2017 LivingWell Cancer Research Center Fundraiser Gala Invitation

Work Experience

Epsilon/Hawkeye 03/2012 - 02/2023

**Associate Creative Director­**

Strategized and produced monthly deliverables for 10 Pella branches for print and digital channels, improving turnaround times and customer engagement.

Developed direct response for print packages for Discover Loans mail campaigns. Personal Loans produced a 40% lift.

Produced the control-busting package design in 2016 for the American Red Cross that is still refreshed, reprinted and used today.

Created the standards for file sharing server for accurate order and increased efficiency in locating and retrieval of data for creative files.

• Pella • Discover Financial • Amica  
• American Red Cross • Sparkling Ice   
• TIAA • CUNA • USAA • American Home Shield  
• San Diego Zoo • USBank   
• LivingWell Cancer Research Center

Vogt Creative Directions 01/2008 - 02/2012

**Freelance Senior Art Director**  
Built strong relationships and grew customer base with large agencies, boutique shops, and clients onsite. Executed brand-specific, powerful creative projects, on time and on budget. Worked with Aspen Marketing, Townsend, McDonald’s Corporate, Launch, Discover Financial, MAB Advertising,   
Lowe Lintas Columbian Advertising. Client work included:

• Qwest Communications • Hunts • Sara Lee  
• American Residential Services • Motorola • Cingular  
• Nicor Advanced Energy • Empire Today  
• USPS • Sears Parts & Repair Centers  
• CitiBank • AT&T • Lettuce Entertain You Enterprises