Vannessa Pouncey

HELLO@VANNESSA.DESIGN
WWW.VANNESSA.DESIGN

EXPERIENCE

Aki Technologies ● **Remote** ● **Oct 2023 – Feb 2024**

Senior Digital Designer

Conceptualized and built rich media interstitial, and static banner ads across various digital platforms.

Adtheorent ● **New York, NY** ● **September 2019 – 2023**

Senior Designer

Conceptualized and built ads across various digital platforms, providing creative strategies for RFPs, proactive proposals, and sold campaigns. Led client kick-off calls and managed email communications. Played a key role in recruiting, training, and mentoring both junior and mid-level designers.

Kiip ● **New York, NY** ● **July 2017 – October 2019**

Graphic Designer

Conceptualized and built ads across various digital platforms, providing creative strategies for RFPs, proactive proposals, and sold campaigns. Assisted in providing assets, copy and related collateral for internal teams as well as external clients. Maintained Kiip's brand guidelines, website and brand assets.

Gamesys ● **Jersey City, NJ** ● **Mar 2014 – July 2017**

Graphic Designer

Conceptualized and developed collateral in-house for promotional campaigns, social media, E-CRM marketing, blog assets, etc. Maintained brand guidelines, websites, and brand assets.

Mobile Theory ● **New York, NY** ● **Jan 2014 – Mar 2014**

Freelance Interaction & Graphic Designer

Created storyboards and mock-ups for rich media advertising, as well as animated banners for the mobile web.

Big Idea Advertising ● **New York, NY** ● **Jan–Dec 2012**

Junior Graphic Designer

SKILLS

Leadership

Branding & Identity

Web Design

Print Design

Interaction Design

Animation

HTML & CSS

Javascript

jQuery

SOFTWARE

Celtra

JIRA

Photoshop & Illustrator

InDesign

Figma & XD

Microsoft Office

Google Suite

After Effects & Premiere Pro

EDUCATION

Academy of Art University

San Francisco, CA ● Class of 2011

Bachelor of Fine Arts, School of Web Design & New Media

The New York Code + Design Academy

New York, NY ● Aug-Sep 2016

Front End Development 101