# Vannessa Pouncey

@ HELLO@VANNESSA.DESIGN

PORTFOLIO.VANNESSA.DESIGN

NEW YORK CITY AREA

As a Senior Digital Designer with over 13 years of experience, I specialize in digital, print, and web design across multiple verticals, delivering creative campaigns that engage and inspire. My expertise extends to managing design teams and collaborating with clients to bring strategic visions to life.

## EXPERIENCE

**Aki Technologies ● Remote ● Oct 2023 – Feb 2024,
Adtheorent ● New York, NY ● September 2019 – 2023,
Kiip ● New York, NY ● July 2017 – October 2019**

*Senior Digital Designer & Graphic Designer*

Spearheaded the conceptualization and creation of ads across diverse digital platforms, delivering innovative creative strategies for RFPs, proactive proposals, and sold campaigns.

Led client engagements, from kick-off calls to managing ongoing communications, ensuring seamless project execution.

Instrumental in recruiting, training, and mentoring a team of junior and mid-level designers, fostering a collaborative and high-performing creative environment.

Maintained and enhanced in house brand guidelines, ensuring consistency across the website and brand assets.

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

*Graphic Designer*

Crafted engaging promotional campaigns, social media content, E-CRM marketing materials, and blog assets.

Upheld brand integrity by maintaining guidelines and managing websites and brand assets.

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

*Freelance Interaction & Graphic Designer*

Created impactful storyboards and mock-ups for rich media advertising, along with animated banners for the mobile web, enhancing user engagement and brand presence.

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

*Junior Graphic Designer*

Supported the creative team in delivering innovative graphic design solutions, contributing to a variety of advertising and branding projects.

## SKILLS

Leadership
Branding & Identity
Web Design
Print Design
Interaction Design
Animation
HTML & CSS
Javascript
jQuery

## SOFTWARE

Celtra
Webflow
Photoshop & Illustrator
InDesign
Figma & XD
Microsoft Office
Google Suite
After Effects & Premiere Pro

## EDUCATION

**Academy of Art University**

*San Francisco, CA ● 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