

John Anitas

Johnanitas98@gmail.com

Johnanitas.com

440-799-9563

Creative and detail-oriented graphic designer with experience in print and digital design, brand development, and web design in agency and company settings.

Experience

ERC (Employers Resource Council) • Highland Heights, OH

June 2023 – November 2024

Creative Marketing Associate

- Worked directly with CEO, COO, and other Leadership Team members on client-facing and internal projects
- Designed presentation, event program, lithograph award, and other collateral (signage, social media posts, drink menus) for annual awards event with over 800 attendees
- Created new print and digital designs to support sales team, including flyers, proposals, RFPs, and customized workplace training workbooks
- Was in charge of overhauling existing company branding with new brand style guidelines
- Tracked the performance of social media posts and marketing emails that I created using LinkedIn and HubSpot analytics
- Maintained existing websites and created new content, including landing pages and blog posts

Freelance Graphic Designer • Cleveland, OH

Jan. 2022 – Present

- Branding conceptualization and logo design
- Web, user interface, and user experience design
- Used HTML, CSS, Javascript, and Bootstrap to develop websites
- Experience with WordPress and Squarespace platforms
- Designed marketing collateral and promotional items

Baldwin Wallace School of Business • Berea, OH

Jan. 2021 – Jan. 2022

Graphic Design Intern

- Designed print and digital pieces, including brochures and social media content
- Worked within the university's identity guidelines
- Taught the basic principles of design to students in fields unrelated to art or design

Experience (contd.)

Hive Design Group • Berea, OH

Sept. 2020 – Jan. 2021

Student Designer

- Logo, website, user interface, and branding design
- Discussed ideas and designs with clients, and incorporated client suggestions into designs

Education

Baldwin Wallace University • Berea, OH

Aug. 2018 – Aug. 2021

Major: Bachelor of Arts in Digital Media & Design

Minor: Public Relations

GPA: 3.6 • Dean's List

Color Theory, Typography, Logos & Symbols, Packaging Design, Web Development

Skills & Programs

- Adobe CC 2024
 - Acrobat, Animate, Illustrator, InDesign, Lightroom Classic, Photoshop, XD
- Microsoft Office 2024
 - Excel, Outlook, PowerPoint, Teams, Word
- Photography (Still Life, Landscape, Portrait) and Photo Editing
- User Interface (UI) & User Experience (UX) Design
- HTML, CSS, Javascript, & Bootstrap
- HubSpot (Content Management, Contact Management, Forms, Automation)
- Intermediate German
- LinkedIn Page Analytics
- Wordpress
- Squarespace
- Canva
- Basecamp
- Asana
- Ninety