

Anna Shenassa MSc, BEng

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Profile – Graphic Designer

Experienced graphic design and production professional with a portfolio of successful campaigns and development of branding and marketing materials; demonstrating imagination, creativity and client focus to add value to their business propositions. Strong conceptual, organising and planning skills, with a commercial outlook and customer-centric ethos to the management of design projects from initiation to final artwork, adept in the selection and use of software applications to produce high quality output and maintain delivery targets.

**Concept Development * Graphic Design * Production Management
Client Relationship Management * Colour Theory * Printing Principles
InDesign * Photoshop * Illustrator * Acrobat * PC Platforms * Mac Platforms**

Key Achievements

- Successfully redesigned the format and layout of 'Engineering in Miniature' magazine for TEE Publishing, to create a contemporary feel and broaden its visual appeal to facilitate engagement with a broader potential audience demographic whilst still connecting to its existing subscriber base, as a strategy to maintain sales levels. Also demonstrated strong stakeholder relationship and influencing skills to overcome internal resistance to change and win support for my proposals.
- Designed and developed the branding and advertising materials (logo design, banners, flyers, leaflets plus digital presentations) for Meridienne Exhibitions' marketing campaign around a new exhibition at Event City in Manchester, successfully attracting 6,000 attendees.
- Redesigned websites for Meridienne Exhibitions (www.meridienneexhibitions.co.uk) and Warwickshire Exhibition Centre (www.warwickshireexhibitioncentre.co.uk) and achieved an increase in traffic on both websites (measured by Google Analytics).
- Key role within the communications team at CORD; devised and developed a wide range of publicity materials to increase public awareness of social issues in Burundi and engage public support for fund-raising campaigns, through target focused materials.
- Demonstrated creativity and strong client focus through my freelance work, engaging directly with small business clients to understand their requirements, provide sound advice, agree a design brief and deliver a value-for-money approach to their graphic design work, enhancing my professional reputation and generating referrals and repeat business to me.
- Produced a complete set of quality promotional materials within budget for the London Engineering Exhibition organised by Meridienne Exhibitions, creating a strong profile with contemporary design to generate public interest and attendance.

Work History

Meridienne Exhibitions/TEE Publishing, Leamington Spa **July 2009 - present**
Graphic Designer & Production Manager

- Conceptualization, realization and brand development for exhibitions being organised by Meridienne.
- End-to-end management of design projects from client brief through to final artwork.
- Graphic design and development of promotional and marketing materials – logo design, branding, email advertising, web page layouts, catalogues, show guides, banners, posters, leaflets, adverts, signage and tickets.

- Coordination and liaison with internal printing team and external printers; and production of working files for high-volume CMYK external print jobs.
- Production of the monthly magazine 'Engineering in Miniature' and specialist books including front cover and full layout design, generation of working files for external printing.
- Key role within the approval team through to publication completion.
- Updating of graphic design skills and maintaining awareness of industry trends and technological developments.

Freelance, Leamington Spa

December 2008 – present

Graphic Designer

- Engaging with clients to provide advice, identify a brief and agree budget provision.
- Developing and offer concepts and ideas for client approval.
- Creation of graphic designs to build customer engagement.

CORD, Leamington Spa

January 2009 – July 2009

Graphic Designer Intern (Communications Team)

- Designed and produced wide-ranging publicity materials for target specific audiences in respect of charity fund-raising campaigns.

The Lansdowne Hotel, Leamington Spa

September 2004 – August 2008

General Manager

- Responsible for day-to-day operations and commercial performance.
- Developed marketing materials and strategies to attract customers.
- Undertook front-of-house reception duties.
- Ensured customer satisfaction in terms of quality of facilities and service standards.
- Procurement of services and supplies.
- Undertook accounts management including invoicing and routine book-keeping.
- Promoted from Assistant Manager in 2005.

Sanitary-Epidemiological Station, Wroclaw, Poland September 2000 – August 2004

Air Quality Inspector

- Responsible for monitoring of air samples.
- Input and maintenance of databases.
- Generation of technical reports for public dissemination.
- Developed and delivered in-house presentations.
- Speaker at external seminars.
- Initiated, designed and developed the first professional publication to present the activities of the organisation and promote it to the public.

Education, Training, Qualifications, Other Information

- Diploma in Graphic Design, 'Promotor' Private Advertising School, Wroclaw, Poland, September 2001 – June 2002
- MSc and BEng Computer-Aided Chemistry, Wroclaw University of Technology, Wroclaw, Poland, September 1994 – June 2000
- Introduction to Printing Technologies Workshop, Lion FPG Limited, West Bromwich, 2013
- Adobe Print Production (Acrobat and InDesign CS6), Certitec Adobe Authorised Training Centre, London, 2012
- InDesign CS3 (Advanced Level), Illustrator CS3 (Advanced Level), Photoshop CS3 (Advanced Level), Flash, Action Script, Certitec Adobe Authorised Training Centre, London, 2008