



ANNABELLA ROSE D'AVERSA

she / her / hers

PROFILE

I am a dedicated graphic artist with a love for finding the most interesting & unconventional solutions to creative problems. My background in digital arts / creative technology has made me comfortable with a plethora of modern design programs - & I am very motivated to push the limits of **visual language, illustration, interactivity, & dimensionality!**

My current work as an **Associate Designer at Pair Eyewear** has allowed me to explore multiple facets of the design industry - granting me experience in **multitasking, collaborating across teams, time-conscious strategizing, & Limited Edition/Licensed product design** - so I am more than ecstatic to work as a team!

Outside of work, I seek out inspiration from the typical muses: the natural beauty of the world & all of its people, the overwhelming hypnosis of the internet, & silly crocheted plushies. actually taught myself how to make them - you want one?

I am always open to meet more creative innovators & continue to learn about this ever-changing industry!

EDUCATION

[Bachelor of Fine Arts, College of New Jersey]

September 2019 - Spring 2023

- Concentration in Digital and Print Graphic Design
- Minor in Interactive Multimedia and Creative Technology
- Honors College Scholar - Summa Cum Laude 3.98 GPA

ACADEMIC AWARDS

[Henry Ahrens Graphics Student Scholarship, College of New Jersey]

CONTACT POINTS

[LinkedIn]

www.linkedin.com/in/annabella-d-aversa/

[Portfolio]

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INDUSTRY EXPERIENCE

[Associate Designer of Merchandise & Product Development, Pair Eyewear]

July 2023 - Present

- Product Designer of 'Limited Edition Top Frames', including development of printed & premium product
- Product Designer of 'Licensed Top Frames', including collaborations with Disney, Pixar, Warner Brothers, the MET, the Van Gogh Museum, Lucasfilms, ABC, etc.
- Collection Brief Presentation setup for Limited Edition and Licensed collections
- Marketing Asset (Email, Site, Social Media)
- Cross-Functional Communication with Creative Marketing, Production, and Planning

[Part-Time Cartographer, Critical Response Group]

May 2022 - Present

- Product Design, Digital Map Design of Public Buildings, Schools, Hospitals, etc.
- Communication with Shop Team, Multi-Project Management
- Quality Control
- Work Flow Management

[Graphic Design Chair, College Union Board, TCNJ]

August 2021 - August 2022

- Social Media Publicity, for Instagram, Tiktok, Facebook, etc.
- Printed Tabloid Publicity, T-shirt, Sticker, Magnet, Product Design
- Communication across 4 Branch Departments, streamline of Process & Editing
- Work Flow Management of Publicity for +16 on-campus events per semester

[Arts & Communications Honors Peer Mentor, TCNJ]

August 2021 - Present

- Tutoring of Creative Programs to TCNJ Students [Specifically Adobe Illustrator, Photoshop, Indesign, Visual Studio Code]
- Experience in Instructing, & Advising through projects

[Freelance Work]

Spring 2023

- Pamphlet Design for Luna Stage's Production of The Ground on Which we Stand

Winter 2022-Spring 2023

- Event Merchandise Design for Filipino League at Seton Hall [Mr. Philippines, Ms. Philippines, Mx. Philippines]