ANNA TROKAN

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262.370.8379

EDUCATION

University of Wisconsin-Madison
Bachelor of Science in Art Degree,
Graphic Design, Certificate in Business
December 2006-December 2009

Columbia College Chicago
Chicago, IL
Fine Arts Program
September 2005-December 2006

HONORS

Dean's List
Residence Center Scholarship

EXPERIENCE

Fitness Together, Delafield, WI
Marketing Coordinator / Lead Graphic Designer • April 2010-Present

- Develop all aspects of company marketing from initial research to final distribution and execution in studio locations across Wisconsin and Minnesota
- Responsible for creating and developing design solutions that meet brand standards and consistency and presenting final materials to clients and branch managers
- Working as the lead designer in print materials and seasonal advertising and promotions
- Coordinate trade shows and establish partnerships with community organizations to develop local brand awareness

United Way of Dane County, Madison,WI
Graphic Design Intern • September 2009-February 2010

- Assist a leading non-profit organization in its mission to address the root causes of pressing community issues, build key relationships with community leaders, public and private sector businesses and other non-profit organizations
- Responsible for conceptualizing and creating designs that include brochures, fliers, posters, signs and display boards within branding requirements and budget restrictions

Flad Architects, Madison, WI
Production Art Intern • October 2007-September 2009

- Collaborated with marketing team to complete a variety of print and web projects
- Prepare and complete projects that meet client specifications and deadlines

Bayview Community Center
Art Club Assistant–Volunteer, Madison, WI • January 2009-June 2009

- Establish a weekly curriculum that fosters a creative and friendly environment for students
- Introduce various art projects and interact with students to promote collaboration between students of different ethnicities

Freelance Graphic Designer
Ongoing

- Worked with clients on various projects such as print collateral, branding, invitations and websites

SOFTWARE

Adobe Creative Suite 5, Microsoft Office, Mac or PC platform, Fontographer

SKILLS

Print Design, Web Design, Copywriting, Editorial Design & Typography, Illustration, Photography & Retouching