



ANNIE TANALSKI

ASSOC. CREATIVE DIRECTOR

 atanalski@gmail.com

 [linkedin.com/in/annie-tanalski](https://www.linkedin.com/in/annie-tanalski)

BRANDS

- AARP
- American Airlines
- Allergan
- Burger King
- Amazon
- Mondelez International
- Johnson & Johnson
- Samsung
- Coca Cola
- Albertsons
- Microsoft
- Subway
- Starbucks Rewards
- NBC Peacock and many more

SKILLS

- Adobe Creative Suite, Agile, JIRA, Rapid Prototyping
- Thought-provoking concepts, direction, creative strategy
- Excellent communicator, collaborator, problem-solver
- Fluent in Polish
- Karaoke enthusiast

EDUCATION

College for Creative Studies
BFA Illustration

Oakland University
Anatomy/Biology

PROFESSIONAL EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

2020 to Present

Merkle, Southfield, MI

- Create and direct loyalty program, game, and UX design as well as digital campaign, mobile app, and print projects across a large portfolio of brands as part of the Experience Creative Consulting team
- Collaborate closely with team VP, direct design reports, and copywriters, as well as larger client team of Strategy, Analytics, Developers, and Sales, from conceptualization through execution to ensure client satisfaction and project success
- Develop specialization in consumer loyalty, gamification mechanics, and experience strategy while also managing active loyalty program enhancement and communication design
- Active member of the company's Diversity, Equity, and Inclusion team

ART DIRECTOR

2018 to 2020

Merkle (formerly HelloWorld), Southfield, MI

- Supervised and directed design and production teams, including the creation of the new AARP Rewards Program and catalog
- Collaborated with Strategy and CRM teams on new business and RFP processes, from initial concept to finished pitch

SENIOR GRAPHIC DESIGNER

2015 to 2018

Merkle (formerly HelloWorld), Southfield, MI

- Designed graphic identity and elements for loyalty programs and promotions from conception to delivery as well as reviewed junior designer drafts to ensure quality
- Generated fresh concepts and ensured branding consistency throughout client's promotional projects

GRAPHIC DESIGNER

2011 to 2015

HelloWorld (formerly ePrize), Pleasant Ridge, MI

- Created a wide range of graphics and layouts for promotional projects like desktop and mobile microsites in addition to iconography, logos, and illustrations
- Prioritize and manage multiple projects within design specifications and budget restrictions while ensuring projects are completed with high quality and on schedule

FREELANCE DESIGNER/ILLUSTRATOR

2008 to Present

Annie Tanalski Design

 **PORTFOLIO AVAILABLE
UPON REQUEST**