



ANNIE TANALSKI

Royal Oak, MI / 248.709.2855 / atanalski@gmail.com / annietanalski.com

EXPERIENCE

HELLOWORLD, INC.

Southfield, Michigan

2018-PRESENT

ART DIRECTOR

Creates and directs digital design projects in a rigorous, collaborative environment with fast turnaround time to conceptualize and execute products including responsive mobile and microsites, mobile apps, loyalty programs, print, and UX documentation. Works closely with direct reports and copywriters, as well as project managers, interface developers, strategy and sales teams to ensure customer satisfaction for the world's top brands.

- Integral part of re-branding and revitalizing client consumer communications and programs, such as AARP Rewards.
- Directly impacts company and client revenue:
 - Creative contributed to securing a \$6.1M contract with AARP for 2018 and a \$9.7M contract for 2019 to create much of AARP's internal creative.
 - Royal Caribbean Ticket to Adventure program resulted in a 57% increase in new customers, and a 366% rate of return for the client, becoming one of HelloWorld's most successful projects to date.
 - Collaborates with CRM and strategy teams in new business and RFP processes.
- Guides, motivates, and influences others with thought-provoking ideas and recommendations for promotional and internal projects, providing direction and strategy on implementation and execution.
- Supervises and directs design and production teams, including the creation of the new AARP Rewards digital catalog.
- Fosters and maintains client relationship with regular communications, interim progress checks, and in-person visits.
- Excellent communicator and collaborator—trustworthy and reliable, great at making colleagues and clients feel at ease.
- Pro-active, well-organized and creative problem-solver— from brainstorming and evaluating ideas, to creating and implementing a solution.
- Award-winning design: AARP was given a Gold Hermes Creative Award and two Communicator Excellence Awards based on creative product.

Clients: AARP, Royal Caribbean, Beam Suntory, Synchrony, Mondelēz Int., Johnson & Johnson, Samsung, Coca Cola, Gap Inc., Hasbro, Similac, Microsoft, Clorox, Dr. Pepper, Jack Links, Bosch, Lenovo, and many more.

2015-2018

SENIOR DESIGNER

2011-2015

GRAPHIC DESIGNER (ePRIZE)

2008-2011

PRODUCTION ARTIST (ePRIZE)

2007-2008

HARRIS MARKETING GROUP

Birmingham, MI

JUNIOR ART DIRECTOR

Clients: Chrysler, City of Birmingham, Lifeway, Hospice of Michigan

2004-PRESENT

FREELANCE DESIGNER/ILLUSTRATOR

Clients: Mind Over Matter Race, Nafas Fitness, Mana Wellness, FauxFurEver, P•La Salon, R. Collective Salon, Tour Detroit, Lady and the Plant, Northwestern University Feinberg School of Medicine, etc.

EDUCATION

College for Creative Studies, Detroit, MI BFA Illustration
Oakland University, Rochester Hills, MI Anatomy/Biology

SKILLS

Adobe Photoshop / Illustrator / InDesign / Sketch / Agile / JIRA / Rapid Prototyping / InVision / Brand Management
Traditional Illustration / Painting / Fluent in Polish / Conversational in Spanish / Karaoke Enthusiast