

anika khan

GRAPHIC DESIGN / ILLUSTRATION

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EDUCATION

B.F.A. in Graphic Design University of Florida | Gainesville, FL Graduated with high honors in 2010

The graphic design program at University of Florida is highly selective, annually accepting 18 students out of an average of 60 applicants. The program emphasizes both conceptual thinking and technological sophistication.

SKILLS

Strategy + Conceptual Thinking

Focus on market research and analysis of existing industry prior to ideation. Purposeful and message-driven design.

Art Direction and Illustration

Extensive experience in creating design systems for web and print. Highly skilled in digital illustration.

Front-End Development

HTML and CSS experience.

User Experience/User Interface

Wireframing and testing mobile/desktop apps and websites for ease of use, visual harmony, and ultimately customer acquisition and retention.

Software

Photoshop, Illustrator, InDesign, Dreamweaver, and InVision.

Hobbies

Painting, kickboxing, movies, combing the world for the other half of my eerily glowing amulet, and cooking.

EXPERIENCE

Senior Designer | HTV Design at Hearst Television Winter Park, FL (2017 - present)

Internal design agency for Hearst Television. As a senior designer, I specialize in collateral, or non-broadcast graphics, for 10 local news stations across the U.S. Projects range from news van wraps to web advertising to UX/UI for a branding website that houses all stations' logos and graphic assets.

Art Director | Mad Studios Ft. Lauderdale, FL (2012 - 2017)

Mid-sized marketing agency catering to the wireless communications industry. I've art directed app designs, websites, print collateral, and branding/identity systems. Company specializes in retention marketing.

Graphic Designer | Great Big Circle Maitland, FL (2010 - 2012)

Small design firm specializing in branding and identity for luxury brands. Capabilities include web design, luxury print collateral, and high-concept consumer reward materials.

Intern | Harn Museum of Art Gainesville, FL (2009)

Art museum located near University of Florida. I worked in the PR/marketing department, creating promotional materials for upcoming exhibitions and fundraising content for donors and museum members.