

anika khan

GRAPHIC DESIGN / ILLUSTRATION

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IN SUMMARY

For over seven years, I've been crafting identities and experiences for a variety of brands, ranging from global to local. I've developed a refined sense of composition, honed my typographic craftsmanship, become a highly skilled illustrator, and remained up to date on industry software. Above all else, I prize conceptual thought and strategy to solve my clients' marketing challenges.

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, Flash, and InVision.

Hobbies

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

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 classroom parallels a professional design studio in that students permanently install their personal computers in the space and benefit as much from collaboration with their peers as from their teachers.

EXPERIENCE

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

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.