

ANNA ANDREEN

portfolio: www.aandreen.com | email: akandreen@gmail.com

EXPERIENCE

Leading Creative Teams

Concepting

Art Direction & Design

Copywriting

Launch Campaigns

Evergreen Social Content

Pitching

*Collaboration across Clients,
Content Creators, Production
Teams, and Stakeholders*

CLIENTS

Activision

AdCouncil

Amazon

Aspyr

Psyonix

Riot Games Merch

thatgamecompany

Ubisoft

FREELANCE ACD/ART DIRECTOR

Mutiny

- + Lead creation of cohesive voice & visual identity for Riot Games' merchandise social presence.
- + Manage creative team brainstorms & feedback sessions; Present work to clients & collaborate on creative feedback.

ASSOCIATE CREATIVE DIRECTOR

Ayzenberg

- + Bronze Clio: Crash Bandicoot
Gold Finalist Shorty Award: She Can STEM Social Good Campaign
- + Mentor & manage creative teams from concept to final production; Guide campaign brand identities; Collaborate with clients, vendors, & stakeholders to ensure execution of creative vision.
- + Volunteer Mentor: Design, write, and teach creative concepting and branding curriculum to high school students.

SENIOR ART DIRECTOR

David & Goliath • Ayzenberg

- + Concept creative platforms & integrated marketing content; Define visual identities; Manage campaign production for integrated marketing campaigns; Present to and collaborate with clients.
- + Jack in the Box + Overwatch Esports: Concept, manage, and create an animated mini-series and experiential event for Overwatch League's Dallas Fuel.

ART DIRECTOR

Innocean • Pitch

- + Concept and lead live-action commercial shoots; direct voice over sessions; brief and collaborate with directors, storyboard artists, designers, and editors.

EDUCATION

VCU Brandcenter

M.S. | Art Direction & Advertising

Centenary College of Louisiana

B.A. | Communication & Graphic Design