

PERSONAL INFORMATION

Name Anni Wernicke
Address Whittier, CA

WORK EXPERIENCE

- 09/2016**
– **Present***
- Graphic Designer**
Keegan & Coppin Company, Inc., Santa Rosa, CA: the largest commercial real estate agency in the North Bay area of California
- On a daily basis created and updated design and content of flyers, brochures and related marketing materials for commercial real estate listings
 - Created and finalized InDesign flyer templates, consistent with new corporate style, including master pages, paragraph and character styles; created corresponding brand manual
 - Devised maps, floor plans and infographics to be used in marketing, presentations, publications and websites
 - Optimized images for use in marketing materials
- * Due to the pandemic, continued all duties as a remote contractor from 02/2020 to present**
- 07/2014**
– **05/2016**
- Graphic Designer**
Ajalon Printing / Invitations by Ajalon, Santa Rosa, CA: a full service business and invitation print provider
- Provided design and prepress for digital, letterpress and offset printing
 - Designed and customized high end invitation designs and coordinated collateral materials for wedding and business clients
 - Created, updated, modified and proofed designs for corporate clients; products ranging from large scale banners to mini labels
 - Corrected and optimized photos for invitation design website
 - Edited videos of letterpress invitation print processes
 - Participated in and completed various in-house web upgrade projects
- 09/2008**
– **08/2011**
- Marketing Assistant & Archivist**
Ledson Winery & Vineyards, Kenwood, CA: a high end Sonoma County boutique winery
- Conceptualized and executed marketing materials to final print or web ready format
 - Researched, composed, edited and modified images and graphics
 - Updated two company e-commerce websites using HTML, CSS and CMS
 - Photographed products and events
 - Developed cost analysis and time schedules for projects
 - Devised and completed a physical and digital archive of Ledson family historical photographs and ephemera

01/2008
– 07/2014

Graphic Designer

Self Employed, Wernicke Studio, Santa Rosa, CA

- Performed market analysis, designed logos and corporate style
- Managed, redesigned and restructured websites with HTML, CSS and Wordpress, including for e-commerce
- Completed product photography, enhanced and optimized images for use in print and web applications
- Created brochures and wine label design from concept to print ready files
- Created storyboards and completed video editing

EDUCATION

Graphic Design, Web Design and Multimedia Studies

Santa Rosa Junior College, Santa Rosa, CA

- Certificates completed: Applied Graphics, General Multimedia, Adobe Certification Training in InDesign Skills, Dreamweaver Web Content Developer Skills, Adobe Certification Training in Photoshop
- Dean's Highest Honors
- G.P.A.: 4 .0

Fine Arts Studies

San Francisco Art Institute, San Francisco, CA

- Courses completed: Painting, Photography, Drawing, Printmaking

Bachelor of Arts

Whittier College, Whittier, CA

- Political Science, liberal arts and fine arts studies
- Selected for Whittier Scholars Program
- Dean's List
- Model UN

EXPERTISE



- Working remotely
- Adobe CC
 - InDesign
 - Photoshop
 - Acrobat



- Photography
- Adobe CC Illustrator
- Microsoft Office suite
- Fluent in German



- Adobe CC
 - Dreamweaver
 - Premiere Pro
- ArcGis
- LogMeIn

OUT OF OFFICE...

I'm on a quest to visit my 100th major museum by the end of this decade (36 to go). When strolling new neighborhoods or hiking, my camera is always ready for fresh views of architecture or nature. Knock on my door at midnight and you may find me painting with an egg tempera and acrylic technique, or archiving the multi-generational photo collection of my family's genealogy. To relax, I develop patterns for textiles, as well as knit and sew.