

Annie Unruh

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## EXPERIENCE

### Sr. Communication Specialist

*T-Mobile, May 2017–current*

- From concept through production, designed an improved onboarding experience for new hires, including a customized Welcome Kit box and website.
  - Presented three different visual concepts to the SVP of Brand and Advertising to get approval on budget and visual direction.
  - Designed a Welcome Kit box including a t-shirt, water bottle, notebook, postcard and custom built box and managed vendors to produce high quality items.
  - Wrote, edited, and designed content for the onboarding website, which received excellent feedback from users, human resources and executive leaders.
  - Executed launch of the onboarding and development experience to new employees in December 2017.
- Creates presentations for the CMO with quick turnaround, using brand storytelling and visuals to communicate key business objectives and priorities.
- Designs assets for an internal T-Mobile website on an ad-hoc basis.
- Creates motion graphics that advertise keynote speakers, workshops, and other internal events.

### Graphic Designer

*T-Mobile, October 2015 – May 2017*

*Winner of Q3 2016 Departmental “How We Play Hero Award”*

- Designed all banners, assets, and emails for the iPhone 7 pre-order and launch, helping sales associates to set a single day sales record for T-Mobile.
- Created a monthly PowerPoint template and other decks as needed for other presentations such as the 2017 Retail and Direct Leadership meeting.
- Collected and resourced assets for a department wide image gallery in June 2016, and was a resource for all brand guidelines, logo, and imagery needs.
- Partnered with developers to create and launch new internal website that has increased engagement and visibility of communications.

### Instructional Design Intern

*T-Mobile, June – September 2015*

- Designed and developed an interactive news reader prototype with HTML, CSS, and jQuery to improve user experience and present to leadership.
- Researched and conducted interviews to create a presentation on ways to better communicate, target, and engage the audience, which influenced future communication strategy.

### Graphic Design Intern

*Los Angeles County Metropolitan Transportation Authority (Metro), June 2014–December 2014*

- Collaborated with designers to create flyers, brochures, station signage, and report covers.
- Produced assets for interactive designs such as the Metro app and metro.net.
- Attended production meetings, went on press checks, and prepared files for print.

## EDUCATION

### School of Visual Concepts

Classes taken: UX & UI for Marketing Emails; Protests, Posters, Printing & Persisting; UI Visual Design for Mobile Apps.

### Chapman University in Orange, CA

*Graphic Design BFA, graduated in May 2015*

## SKILLS AND SOFTWARE KNOWLEDGE

Adobe Creative Suite, After Effects, Sketch, WordPress, HTML, CSS, JavaScript, and Microsoft Office.