

anelle stotz

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I love building things—from relationships to holistic branded experiences. I leverage design thinking to solve complex issues, improve function, and deliver delight. I am a trusted and respected leader of global, multi-disciplinary teams, inspiring and providing relevant solutions at the intersection of visual and spatial design.

education

University of Cincinnati

College of Design, Architecture, Art, and Planning
B.Sc. Graphic Design | 1999–2004

- Honors Scholars Program, Cum Laude
- Professional Practice Program
- Global Studies and Affairs International Cooperative Education Program (German)

skills

Creative direction	Mentorship
Strategy	Business development
Storytelling	Project management
DesignOps	Public speaking

tools

Figma/Sketch
Adobe Creative Suite
Microsoft Office
Project management platforms
Illustration
Photography
Animation

languages

English, German

professional affiliations

Society of Experiential Graphic Design (SEGD)

Board of Directors | JAN 2020–PRESENT

- Planning and execution of Auction for Excellence, SEG D's annual fundraising event including creative direction and hosting actual event
- Launch of a Membership committee focusing on offering new programs and initiatives to increase and sustain membership
- Supporting the Seattle chapter with planning and execution of chapter events

Seattle Chapter Chair | SEP 2014–DEC 2019

- Planning and execution of chapter events including design and marketing

AIGA Member since 2013

IxDF Member since 2022

accolades

2021 FIT Graduate Exhibit & Experience Design Thesis Capstone, Judge

2020 BUILD EX Vancouver, Speaker

2019 SEG D Experience Austin, Speaker

2017 SEG D Wayfinding & Signage Boston, Speaker

2016 SEG D Experience Seattle, Chair

Guest Lecturer: Seattle Central College, Cornish College of the Arts, Washington State University

CDA Cincinnati Design Awards

Rebrand 100 Global Awards

GDUSA American Graphic Design Awards

experience

Cognizant, Digital Experience *Amsterdam NL*

Lead, Product & Visual Design | JAN 2022–PRESENT

- Practice lead, positioning branding and design within the organization
- Operational and creative leadership
- Leading client presentations and pitches, business development
- Mentorship

Amazon Web Services, Global Events *Seattle WA*

Art Director | SEP 2020–JUL 2021

- Design lead for three different programs, design and delivery:
 - 3P Events (100+ third-party industry events per year)
 - re:Invent Expo (AWS's annual learning conference for the global cloud computing community)
 - Industry toolkits
- Creative direction and management of assets for 3P events and third-party vendors
- Operational and creative leadership

Lake Washington Institute of Technology *Seattle WA*

Adjunct Professor | JAN–APR 2021

- Preparation of course materials, focusing on experiential graphic design, placemaking, signage and wayfinding
- Facilitating and moderating classroom discussions
- Evaluating and grading students' coursework

Gensler *Seattle WA*

Senior Brand Designer | JUN 2019–SEP 2020

- Global design lead for Amazon and Microsoft, branded experiences
- Creative direction and management of projects, teams, and third-party vendors
- Leading client presentations and pitches, business development
- * Mentorship

IA Interior Architects *Seattle WA*

Senior Director, Experiential Graphic Design | OCT 2018–JUN 2019

Director, Experiential Graphic Design | AUG 2016–SEP 2018

- Practice lead, positioning branding and design within the organization
 - Founded EGD Week (annual design event)
- Operational and creative leadership
- Leading client presentations and pitches, business development
- Global design lead for Amazon, branded experiences
- Creative direction and management of projects, teams and third-party vendors
- Mentorship

Senior Designer, Experiential Graphic Design | NOV 2013–AUG 2016

- Global design lead for Amazon, branded experiences
- Creative direction and management of projects, teams and third-party vendors
- Operational and creative leadership
- Mentorship

Welldone *Frankfurt DE*

Art Director | DEC 2011–MAR 2013

- Creative direction and management of projects, team and third-party vendors
- Redesign of the company website
- Business development

Kolar *Frankfurt DE*

Senior Designer | DEC 2007–NOV 2011

- Global design lead for Procter & Gamble, branded experiences
- Creative direction and management projects, teams and third-party vendors

C&N *Frankfurt DE*

Designer | AUG–NOV 2007

- Design and delivery of product packaging and marketing collateral

LPK *Cincinnati OH & Frankfurt DE*

Designer | JAN 2005–JUL 2007

- Design and delivery of brand strategy and product packaging
- EMEA design lead for Pampers

Kolar *Cincinnati OH*

Designer | JUN 2004–JAN 2005

- Design and delivery of branded experiences