

annelle 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, multidisciplinary teams, inspiring and providing relevant solutions at the intersection of visual and spatial design.

education

B.Sc. Design

University of Cincinnati 1999–2004

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

Master of Business Administration

University of Amsterdam SEP 2023 (part-time)

skills

Creative Direction
Brand Strategy
Storytelling
DesignOps
Mentorship
Business Development
Project Management
Public Speaking

tools

Figma
Adobe Creative Suite
Microsoft Office
Project Management
Illustration
Photography
Animation

languages

English (Native)
German (Fluent)
Dutch (A1/Learning)

professional affiliations

SEGD Board of Directors JAN 2020–DEC 2022

SEGD Chapter Chair SEP 2014–DEC 2019

SEGD Member since 2013

AIGA Member since 2013

IxDF Member since 2022

achievements

SEGD Distinguished Member Award 2023
Speaker, SEGD Wayfinding & Signage 2022
Judge, FIT Graduate Exhibit & Experience Design Thesis Capstone 2021
Speaker, BUILDDEX Vancouver 2020
Speaker, SEGD Experience Austin 2019
Speaker, SEGD Wayfinding & Signage 2017
Seattle Conference Chair, SEGD 2016
Guest Lecturer, Seattle Central College, Cornish College of the Arts, and Washington State University 2016–2020
CDA Cincinnati Design Award 2010, 2011
Rebrand 100 Global Award 2007
GDUSA American Graphic Design Award 2006

experience

Product & Visual Design Lead, Digital Experience, Cognizant

Amsterdam NL | JAN 2022–PRESENT

- Practice lead, positioning design within the organization
- Operational and creative leadership
- Leading client presentations and pitches, business development
- Propel Global Leadership Program, Cohort 17
- D&I Committee, Associate lead

Art Director, Global Events, Amazon Web Services (AWS)

Seattle WA | SEP 2020–JUL 2021

- Design lead for three 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

Adjunct Professor, Lake Washington Institute of Technology

Seattle WA | JAN–APR 2021 (part-time)

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

Senior Brand Designer, Gensler

Seattle WA | 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

Senior Director, Experiential Graphic Design (EGD), IA Interior Architects

Seattle WA | OCT 2018–JUN 2019

- 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

Director, Experiential Graphic Design | AUG 2016–SEP 2018

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

Art Director, Welldone

Frankfurt DE | DEC 2011–MAR 2013

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

Senior Designer, Kolar

Frankfurt DE | DEC 2007–NOV 2011

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

Designer, C&N

Frankfurt DE | AUG–NOV 2007

- Design and delivery of product packaging and marketing collateral

Designer, LPK

Cincinnati OH & Frankfurt DE | JAN 2005–JUL 2007

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

Designer, Kolar

Cincinnati OH | JUN 2004–JAN 2005

- Design and delivery of branded experiences