annelle stotz

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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
Strategic thinking
Brand storytelling
Mentorship
Business development
Project management
Process development
Public speaking

tools

Adobe Creative Suite
Microsoft Office
Project management platforms
Hand sketching
Photography

languages

English, German

volunteer

Society of Experiential Graphic Design (SEGD)
Board of Directors | JAN 2020–Present
- Planning and execution of Auction for
  Excellence, SEGD'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

accolades

2020 BUILDEX Vancouver, Speaker
2019 SEGD Experience Austin, Speaker
2017 SEGD Wayfinding & Signage Boston, Speaker
2016 SEGD Experience Seattle, Chair
(Planning, Design, and Host)
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

Amazon Web Services, Global Events *Seattle WA*
Art Director | SEP 2020–JUL 2021
- Redesign of the third-party (3P) events creative identity/program including a style guide and
  production-ready templates for virtual and in-person event experiences
- Managing and delivering 3P creative requests (program includes 100+ events annually) including
  customized experiences for high profile industry-specific events like Mobile World Congress (MWC)
- Art direction for re:Invent Expo (first-party event) including a look book, conceptual spatial
  design sketches, and reviewing vendor drawings
- Design of industry event toolkits for 16 industries, including the redesign of four sectors, style guide
  and production-ready templates for each industry

Lake Washington Institute of Technology *Seattle WA*
Adjunct Professor | JAN–APR 2021
- Preparing course materials for APDZ 385 Environmental Graphic Design, an upper-division
  elective course in the B.AS. Design program, including syllabus, assignments, and handouts
- Preparing and delivering lectures on design topics such as identity, design systems, experiential
  graphic design, signage, and wayfinding
- Facilitating and moderating classroom discussions
- Evaluating and grading students' course work

Gensler *Seattle WA*
Senior Brand Designer | JUN 2019–SEP 2020
- Firm-wide brand account lead for Amazon and Microsoft
- Redesign of Amazon's Global Interior Signage Program, including audit, design, prototyping,
  delivering robust guidelines documentation and production-ready templates
- Art direction and management of EGD scope and deliverables, team, and external vendors on projects
- Participating in Gensler's mentorship program as a mentor
- Supporting new business initiatives, including developing pitch presentations, meeting with clients,
  and speaking at industry events

IA Interior Architects *Seattle WA*
Senior Director, Experiential Graphic Design (EGD) | OCT 2018–JUN 2019
Director, EGD | AUG 2016–SEP 2018
- Building the EGD practice firm-wide, overseeing operations and business development, including
  financial performance, recruiting/hiring, developing and scaling processes, resources and training,
  and working closely with firm-wide leadership to support firm goals and growth
- Creative direction and management of firm-wide projects
- Founded EGD Week, an annual week-long event with multiple types of programming focused on
  elevating design awareness and quality of design across the firm
- Firm-wide brand account lead for Amazon, delivering 70+ global corporate offices ranging in size
  from 4,000 to 700,000 square feet with international teams
- Participating in IA's mentorship program as a mentor and mentee

Senior Designer, EGD | NOV 2013–AUG 2016
- Art direction and management of EGD scope and deliverables, team, and external vendors on projects
- Design lead for Amazon, defining the branded experience and developing a scalable approach
  including design standards (storytelling and visual language) and scope matrix
- Defining and scoping EGD deliverables on projects, providing process and pricing tools and resources
- Participating in IA's mentorship program as a mentee

Welldone *Frankfurt am Main DE*
Art Director | DEC 2011–MAR 2013
- Creative direction and management of team and external vendors
- Art direction and management of creative assets for events, including sponsorship decks,
  marketing, websites, and event graphics
- Redesign of the company website
- Conceptualizing new business opportunities, including pitch decks, animations, and mock-ups

Kolar *Frankfurt am Main DE*
Senior Designer | DEC 2007–NOV 2011
- Design lead for Procter & Gamble, delivering branded workplace environments in AMER, EMEA, and APAC
- Art direction and management of EGD scope and deliverables, team, and external vendors

C&N *Frankfurt am Main DE*
Designer | AUG–NOV 2007
- Designing packaging and marketing collateral

LPK *Cincinnati OH & Frankfurt am Main DE*
Designer | JAN 2005–JUL 2007
- Designing packaging and marketing collateral for Pampers, including products,
  programs, and internal tools and resources
- Pampers EMEA design lead, including conducting consumer research

Kolar *Cincinnati OH*
Designer | JUN 2004–JAN 2005
- Designing identity, motion, and experiential graphics