

Annika Kappenstein Graphic Designer

284 Josephine St NE · Atlanta, GA 30307 · (404) 993-7045 · anni@amaladesign.com

WORK EXPERIENCE

- 2014 – present Owner, President, Creative Director | *Amala Design Group*, Atlanta, GA
Brand strategy, visual identity systems and logo / brand mark development, web development and design, UI/UX design, mobile app development and design, print design.
- 2012 – 2014 Freelance Designer | Atlanta, GA
Freelance and contract work for regional and national clients. Brand strategy, visual identity and logo design, typeface design, web development and design, UI/UX design, mobile app development and design, print design.
- 2006 – 2012 Creative Director | *Point of Vision Design Group*, Atlanta, GA
Brand strategy, visual identity systems, web development and design, UI/UX design, mobile app development and design, print design, management of design staff. Reported to President.
- 2003 – 2006 Freelance Designer | Atlanta, GA
Freelance and contract work for regional and national clients. Projects included visual identity systems, print materials, advertising and custom typeface design.
- 2000 – 2002 Senior Designer | *Landor Associates*, New York, NY
Worked on visual identity systems for national and international clients. Responsible for client contacts and presentations, lead and directed junior designers on the team. Reported to Executive Creative Director.
- 1998 – 2000 Senior Designer | *Interbrand*, New York, NY
Worked on visual identity systems for national and international clients. Responsible for client contacts and presentations. Reported to Associate Creative Director.
- 1995 – 1996 Lead Designer | *Braunschweig University of Art*, PR Department, Braunschweig, Germany
Headed creative services for the university's department of public relations. Work included promotional materials, invitations, posters and maintenance of the school's visual identity system. Responsible for entire workflow of in-house printing, including hands-on press work.
- 1995 – 1998 Freelance Designer | Braunschweig, Germany
Created print materials, advertising, public information and visual identity systems for regional clients.
- 1993 – 1998 Designer | *Designgruppe*, Braunschweig, Germany
Created print materials, advertising, public information and visual identity systems for regional and national clients. Responsible for client contacts and presentations. Reported directly to the studio owner.
- 1993 – 1996 Founder and Lead Designer | Youthculture magazine *Hauspost*, Braunschweig, Germany
Founded, designed, edited and published the magazine *Hauspost* at the *Braunschweig University of Art*.

TEACHING EXPERIENCE

- 2017 – present PTI, Graphic Design | *The Ernest G. Welch School of Art & Design*, Georgia State University, Atlanta, GA
- 2003 – 2017 Graphic Design Instructor | *Miami Ad School @ Portfolio Center*, Atlanta, GA
- 2010 Graphic Design Instructor | *The Creative Circus*, Atlanta, GA
- 2002 – 2003 Professor of Graphic Design | *Savannah College of Art and Design*, Savannah, GA
- 1994 – 1998 Assistant Typography Teacher | *Braunschweig University of Art*, Braunschweig, Germany
- 1993 – 1996 Computer Class Instructor | *Braunschweig University of Art*, Braunschweig, Germany

EDUCATION

- 2001 Communication Design Diploma[†] | *Braunschweig University of Art*, Braunschweig, Germany
- 1991 – 1998 Communication Design Study | *Braunschweig University of Art*, Braunschweig, Germany
- 1990 Printing and Bookbinding Internship | *Druckerei Quensen* Printing Co, Lamspringe, Germany
- 1989 – 1990 Design Internship | *Art Studio Zeuch*, Seesen, Germany

SERVICES AND SKILLS

Brand Strategy, Visual Identity System Development, Typography and Typeface Design,
Logo / Brand Mark Design, UI/UX Design, Information Architecture, Print and Web Design.
Art Direction and Creative Direction, Management of Design Staff.
Proficient in all major design and publishing software on Macintosh and Windows platforms.

LANGUAGES

German (native), English (proficient)

PORTFOLIO

amaladesign.com

[†]certified MFA in Graphic Design