

## Annika Kappenstein Graphic Designer, Design Instructor

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### WORK EXPERIENCE

- 2014 – present Owner, 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 Graphic 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 Graphic 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 Graphic 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 Graphic 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 Graphic Designer | Braunschweig, Germany  
Created print materials, advertising, public information and visual identity systems for regional clients.
- 1993 – 1998 Graphic 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 | Youth Culture magazine *Hauspost*, Braunschweig, Germany  
Founded, designed, edited and published the magazine *Hauspost* at the *Braunschweig University of Art*.

### TEACHING EXPERIENCE

- 2003 – present Part-Time Instructor, Graphic Design | *Miami Ad School @ Portfolio Center*, Atlanta, GA  
Designing and teaching a variety of courses: Intro to Design, Corporate ID, Typography, and Typeface Design.
- 2017 – 2018 Part-Time Instructor, Graphic Design | *Georgia State University*, Atlanta, GA  
Teaching introductory-level courses: *Introduction to Design* and *Intermediate Design*.
- 2010 Part-Time Instructor, Graphic Design | *The Creative Circus*, Atlanta, GA  
Designed and taught typography courses.
- 2002 – 2003 Professor of Graphic Design | *Savannah College of Art and Design*, Savannah, GA  
Designed and taught four courses per quarter, including *Introduction to Graphic Design*, *Desktop Publishing*, *Corporate Identity* and a variety of software courses.
- 1994 – 1998 Teaching Assistant, Typography | *Braunschweig University of Art*, Braunschweig, Germany  
Teaching Assistant for Professor Hans-Dieter Buchwald and Professor Monika Schnell.
- 1993 – 1996 Computer Class Instructor | *Braunschweig University of Art*, Braunschweig, Germany  
Led computer courses for freshmen and maintained the lab's Macintosh computer systems.

### EDUCATION

- 2000 Communication Design Diploma<sup>†</sup> | *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 / Creative Direction · Management of Design Staff · Graphic Design Instruction

### SOFTWARE

Adobe Creative Suite · Affinity Designer / Photo / Publisher · Final Cut Pro · FontLab  
Microsoft Office · G-Suite · Apple iWork Suite · Wordpress · Beaver Builder Framework

### LANGUAGES

German (native), English (fluent)

### PORTFOLIO

amaladesign.com

<sup>†</sup>certified MFA in Graphic Design