

Annika Wachter

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Summary

Graphic Designer with 3+ years of professional experience creating marketing collateral and visual communications across print, digital, web, presentations, email, and social media. Experienced in developing cohesive campaign concepts, translating ideas into engaging visual solutions, and maintaining brand standards across diverse audiences and applications. Proficient in Adobe Creative Cloud, Canva, and Figma, with a strong foundation in typography, layout, visual storytelling, print production, and digital design.

Education

University of Nebraska at Omaha

Omaha, NE

Bachelor of Studio Arts, Concentration in Graphic Design | Minor in Art History

Experience

YMCA of Greater Omaha

Omaha, NE

Digital & Design Associate

Sept. 2023 – June 2026

- Created marketing collateral for 14 branches, including presentations, publications, brochures, flyers, posters, digital advertisements, email assets, signage, and social graphics.
- Developed campaign concepts and visual systems using typography, imagery, color, composition, and visual storytelling while maintaining Y-USA brand standards.
- Managed projects from concept through final delivery, translating stakeholder needs into design solutions while incorporating feedback and meeting deadlines.
- Developed recurring campaign assets and templates to maintain visual consistency and streamline creative production.
- Supported website content and UX updates through a CMS, maintaining consistent messaging and visual presentation across digital touchpoints.

Blackstone Theater

Remote

Social Media & Marketing Intern

Jan. 2025– June 2026

- Created promotional graphics, digital advertisements, photography, and short-form video for performances, events, and recurring marketing campaigns.
- Developed paid social advertising creative and platform-specific assets to promote performances and increase audience awareness.
- Captured and edited photography and video using Nikon cameras, Adobe Photoshop, Premiere Pro, After Effects, CapCut, and Canva.
- Collaborated with the theater team on creative concepts, event promotions, content planning, and revisions.

Maggie Douglas for State Board of Education
Graphic Designer & Social Media Manager

Remote
May 2024– Nov. 2024

- Created social graphics, digital advertisements, photography, video, and promotional materials for a time-sensitive campaign.
- Adapted visual content for TikTok, Instagram, and Facebook to communicate campaign information to different audiences.
- Managed creative projects from concept through delivery while coordinating revisions, stakeholder feedback, and deadlines.

Nature Hills Nursery
Graphic Design & Social Media Intern

Omaha, NE
Aug. 2023– Jan. 2024

- Created branded graphics, photography, and print and digital marketing materials for promotional campaigns.
- Supported content planning and scheduling while maintaining consistent brand presentation across marketing channels.
- Assisted with website updates through a CMS and basic HTML while collaborating with the marketing team on content and campaign goals.

Selected Freelance Design

Completed freelance design projects for school, community, and business clients, including:

- **Prairie Queen Elementary (2022–2024):** Designed a unified kickball T-shirt for an elementary school community event.
- **AM Property Leasing (2023):** Created a logo and foundational visual identity for a property leasing company.
- **Wayne Green House (2023):** Designed advertising materials to support promotional efforts and community awareness.

Certifications

- **HubSpot**
Issued March 2026 · Expires April 2028
Credential ID: 861112804a9d42ddb5a0c795ae111cf9
- **Google Analytics Certification**
Google
Issued February 2026 · Expires February 2027
Credential ID: 175756822

Softwares

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Acrobat, After Effects, Premiere Pro

Design & Content: Canva, Figma, CapCut, Microsoft PowerPoint

Web & Productivity: CMS Platforms, Basic HTML, Google Analytics, Google Workspace, Microsoft Office

Skills

Graphic Design • Illustration • Visual Communications • Print & Digital Design • Marketing Collateral • Presentation Design • Publication Design • Campaign Development • Brand Identity • Typography • Layout & Composition • Visual Hierarchy • Visual Storytelling • Template Development • Print Production • Website Content • Photography • Videography • Project Management • Cross-Functional Collaboration

References upon request.