




Anna-Christina Balbirnie

Senior Graphic Designer
& Copy Writer

In a nutshell: I create concise representations of ideas, events, products and services. My work is distinctive mainly due to the combination of clever concepts, captivating copy, innovative design and flawless production.

With a degree in Graphic Design and over 10 years working in the field, I have acquired many beneficial skills which have made me more versatile in the work place - primarily including: copy writing, managing multiple projects simultaneously and creating seamless, multi-platform campaigns to encompass: print, digital and social media.

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 EU Citizen & US Citizen

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EXPERIENCE

LA Federal Credit Union • Los Angeles, California

Senior Graphic Designer /Marketing Specialist

October 2009 - June 2017

MAIN JOB FUNCTION: Concept through development of all marketing campaigns for direct mail, online, digital signage and social media.

- Designing company identity material, branding, annual reports and newsletters.
- Photo compositing for all campaigns. Photo retouching, resizing and color correction.
- Copywriting taglines for marketing campaigns.
- Designing digital ads and social media marketing.
- Creating Flash movies for digital in-branch signage.
- Management and coordination of multiple projects with various team members including editors, web designer and business development team.
- Liaising with vendors, mail houses and other departments.
- Requesting and working with Excel databases for direct mailings.

Tobia Enterprises • Los Angeles, California

Graphic Designer for 'The Magazine'

July 2008 - February 2009

MAIN JOB FUNCTION: Magazine design and layout of luxury lifestyle monthly publication.

- Creating company identity material and branding.
- Management and coordination of multiple projects simultaneously.
- Consulting directly with clients for development and design of ads.
- Photo compositing and photo retouching, resizing and color correction.

The Pro Market • Los Angeles, California

Graphic Designer for 'The Pro Guide'

August 2006-March 2008

MAIN JOB FUNCTION: Magazine design and layout of interior decoration and home improvement monthly publication.

- Design ads for various home improvement companies and landscaping professionals.
- Concepting and copy writing of all magazine ad campaigns
- Management and coordination of multiple projects.
- Liaising with sales staff and clients on projects
- Photo retouching, resizing and color correction.
- Researching trends of the home/lifestyle & garden genre.
- Creating company identity material, marketing materials, sell sheets & media kits.
- Updating existing company web site as needed.



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EXPERIENCE (CONTINUED)

FUBAR Films • Dublin, Ireland

Graphic Designer

August 2003-May 2006

MAIN JOB FUNCTION: Design all company identity materials.

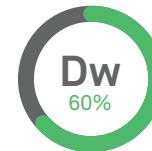
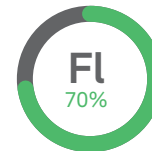
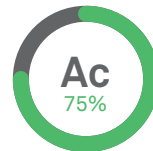
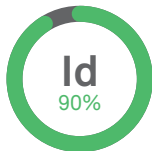
- Collaborate with Director to design film posters and DVD packaging.
- Produce all collateral promotional items for films, including leaflets and flyers.

CONTRACT WORK

Periodically, I work for, and have collaborated, off-site, with the following companies:

- **The Donners' Company** (concept film posters)
- **OUTFRONT/JC Decaux** (request for proposal layout and design)
- **My Beverly Hills Florist/My DTLA Florist** (campaign concepting, copywriting, digital graphics and social media posts)
- **The Insider Magazine** (design and layout of travel/lifestyle magazine)
- **Cinelicious Pics & Fantastic Films** (film posters)
- **Lamborghini Calabasas** (ad design)

TOOLKIT



PERSONALITY

Team player, creative, self-starter, focused under pressure, flexible, efficient, communicative, punctual and multi-tasker.

SKILL SET

Marketing Campaigns	
Direct Mail	
Publishing/Print Design	
Photo Compositing	
Copy Writing	
Admin. Coordination	
Digital Ads/Social Media	

OFFLINE

Pencil drawing and oil painting.

LANGUAGES

English - native speaker. Polish and Danish - spoken.

HOBBIES

Electronic music production and sailing.

EDUCATION

Associate of Arts Degree (AA) - Platt College, Los Angeles.
Graduated: 2003