




# Anna-Christina Balbirnie

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 13 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

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### Willis Towers Watson • Dublin, Ireland

#### Graphic Designer

August 2018-current

**MAIN JOB FUNCTION:** Concept development to design of deliverables for major brands.

- Liaising with Communications consultants to create and design artwork in multiple formats for clients.
- Translating briefs into concept designs and final deliverables, including; printed materials, ecards and interactive pdfs.
- Understanding and adhering to brand guidelines.
- Coordination of multiple simultaneous projects.
- Designing high impact Powerpoint presentations.
- Collaborate with various in-house teams on multiple projects.

### Sooner Than Later • Dublin, Ireland

#### Graphic Designer

October 2017-July 2018

**MAIN JOB FUNCTION:** Working in a busy print company designing for all clients.

- Liaising with directly clients to create and design artwork in multiple formats.
- Management and coordination of simultaneous projects.
- Translating client briefs and using and adhering to brand guidelines.
- Collaborate with Production and Sales teams to ensure timely completion of multiple projects.

### 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.



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## EXPERIENCE (CONTINUED)

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**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.

## 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

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

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## SKILL SET

Marketing Campaigns	
Publishing/Printing	
Photo Compositing	
Copy Writing	
Admin. Coordination	
Digital Ads/Social Media	
Powerpoint Presentations	

### 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