ANIKA WRIGHT

ILLUSTRATOR & GRAPHIC DESIGNER

A LITTLE ABOUT ME

A creative professional with experience developing graphics, branding assets, marketing materials, and apparel concepts for national retailers, apparel brands, entertainment clients, and independent businesses.

- CONTACT -

856-979-6317

anikaillustration@gmail,com

www.anikawright.com

- EDUCATION -

CAMDEN COUNTY TECHNICAL SCHOOL

2012-2016

Commercial Graphic Arts & Design

SAVANNAH COLLEGE OF ART & DESIGN

2016-2020

BFA Publication & Animated Illustration

- PROFICIENCIES -

- **Visual Communication**
- **Adobe Creative Suite**
- **Typography**
- **Branding & Identity Design**
- **Trend Analysis**
- **Apparel Graphics**
- **Print Production**
- **Market Research**
- **Client Relations**
- **Project Management**
- **Creative Problem Solving**
- **Presentation & Collaboration**
- **Production Mockups & Proofing**

- WORK EXPERIENCE -

GRAPHIC DESIGNER

Urban Classics Inc.

Maple Shade, NJ | May 2023 - Present

- Developed original graphic concepts and tech packs for multiple apparel brands while maintaining distinct brand identities.
- Collaborated with product development and design teams to create cohesive seasonal collections.
- Partnered with buyers and stakeholders to align graphics with consumer demand, market trends, and brand objectives.
- Created production-ready mockups and proofs with consideration for garment construction, print placement, and manufacturing requirements.
- Conducted market research and competitive analysis to identify emerging trends and opportunities.
- Supported marketing initiatives through the creation of lookbooks, promotional imagery, and sales materials.
- Represents company brands at industry trade shows and promotional events.
- Managed multiple design projects simultaneously while meeting production deadlines.

FREELANCE ILLUSTRATOR & DESIGNER

Philadelphia, PA / South Jersey

April 2021 – March 2023

- Developed branding, marketing, and promotional materials including logos, album artwork, flyers, social media graphics, and infographics.
- Collaborated directly with clients to understand business goals and translate concepts into effective visual solutions.
- Presented creative concepts, revisions, and recommendations throughout the design process.
- Managed multiple projects simultaneously while balancing competing deadlines and client expectations.
- Built strong client relationships through clear communication and creative problem-solving.