Annie Vogt

Senior Graphic Designer
New York, NY

Professional Experience

Thirty Madison │ Nurx & Keeps

SENIOR MARKETING DESIGNER │ JAN 2023 - DEC 2025

- Spearheaded design across brand and marketing initiatives for a fast-scaling telehealth brand, including digital, social, print, web, and campaign channels.
- Led design on high performing DTC product launch campaigns, owning creative end-to-end and utilizing user insights to boost conversion.
- Established rebrand guidelines and components, building scalable visual systems, graphics, and templates to support brand narrative.
- Collaborated closely with cross-functional stakeholders to optimize targeted design solutions on lifecycle, landing page, paid social, and enterprise touchpoints.

TOOLS: Figma - Adobe CC - Instapage - Monday - AI creative tools

Thirty Madison │ Keeps

GRAPHIC DESIGNER │ SEPT 2021 - JAN 2023

- Designed digital and print marketing creative for the Thirty Madison brand, Keeps, crafting assets across email, social, paid, and national OOH campaigns.
- Created multi-format print deliverables for the brand's highest performing OOH campaign with over one million impressions and 400K new sign ups.
- Refreshed brand book elements, utilizing market research to design optimized icons, illustrations, typography systems, and motion graphics.
- Managed fast-paced timelines and fine-tuned briefs with marketing stakeholders across CRM, web, social, and paid channels.

TOOLS: Figma - Adobe CC - Instapage - Asana

Alloy Health

FREELANCE BRAND DESIGNER │ MAY 2025 - AUG 2025

- Created digital assets for a growing B2C health-tech brand, designing visual systems and brand book components while maintaining consistent visual identity.
- Built brand guidelines and graphics systems used across paid, web, and social channels, including refreshed icons, patterns, and typography.
- Retouched product photography and packaging for ecommerce touchpoints, leveraging AI tools to execute efficiently.
- Established editable Figma and Adobe CC templates for future internal use, developing clear organizational systems and functional asset libraries.

TOOLS: Figma - Adobe CC - AI creative tools - Google Suite

Education

Bachelor of Fine Arts in Graphic Design   May 2021

SUSQUEHANNA UNIVERSITY │ SELINSGROVE, PA

Hi there, let's connect

→ anniejolene@gmail.com

→ LinkedIn

Explore my work

→ annievogt.com

Software

Adobe Creative Suite
Illustrator, Photoshop, InDesign, After Effects, Lightroom

Figma

Google Suite

Microsoft Office

AI Creative Tools
Generative AI, Prompt Design, Gemini, Whisk, Firefly, ChatGPT

Expertise

Brand and Identity
Visual systems, graphics libraries, usage guidelines, cohesive storytelling, concept development

Digital Marketing
Organic and paid social, web design, lifecycle creative, slide deck design, campaign assets, insight-driven creative iteration

Print Marketing
Sales collateral, one-pagers, product packaging, event materials, template creation

Technical Skills

Illustrated Creative

Photo Direction and Retouching

Motion Graphics