ANIKA COLEMAN

Graphic Designer // www.linkedin.com/in/anika-coleman // anikacoleman.com

CONTACT

the.anika.coleman@gmail.com
443-761-7258

EDUCATION

Virginia Tech
BFA in Graphic Design
Anticipated Graduation: May 2027

TECHNICAL SKILLS

Adobe Creative Suite

- Illustrator, Photoshop, InDesign, After Effects, Lightroom Classic, Acrobat Pro, and Premiere Pro

Digital & Interactive Tools

- ArtiosCAD, Figma, Fusion360, Canva, Procreate, and EcoImpact

Marketing & Content Tools

- CapCut, Loom.ly, CoSchedule, and Meta Business Suite

Collaboration & Productivity

- Google Workspace
- Microsoft Office Suite
- Miro, Slack, and Asana

PROFESSIONAL SKILLS

- Project management and ability to multitask under tight deadlines
- Strong verbal and visual communication; effective collaborator across teams
- Expertise in brand identity development, visual design systems and storytelling
- Advanced typography, layout design, and print/digital production
- Social media management, editorial and social graphics, and digital content creation

AWARDS

Silver ADDY Award: American Advertising Federation, 2026

- Hydration 101 - Sales & Marketing: Packaging

Award of Excellence: UCDA Design Awards, 2026

- DesignUP 2026 - Coursework: Brand & Identity
- Hydration 101 - Coursework: Brand & Identity

Honorable Mention: UCDA Design Awards, 2026

- Gulf South VECTOR - Independent/ Client-Based Work: Digital

WORK EXPERIENCE

Print & Packaging Design Intern

Tarte Cosmetics | June – Aug 2026

- Designed packaging, mailer cards, and PR box graphics for product launches and seasonal campaigns
- Assisted in reviewing packaging proofs, product samples, and color match sheets to ensure color accuracy and consistency through production
- Prepared and revised production artwork in Photoshop and Illustrator for upcoming product launches

Project Manager & Graphic Designer

Limestone Creative Design Agency | Aug – Dec 2025; Aug 2026 – Present

- Design digital and print materials for cross-industry clients, including brand assets, marketing collateral, and social media graphics
- Collaborate with a creative team to develop and execute design solutions across multiple client projects and deadlines

Project Manager, Research & Design Assistant

Virginia Tech College of Architecture, Arts, and Design | March 2026 – Present

- Lead a team of designers, coordinating assignments, providing creative direction, and overseeing deliverables from concept through completion
- Design visual communications for the CDC-funded Gulf South VECTOR project, translating research into accessible graphics and educational materials
- Direct social media strategy and execution, including campaign planning, graphic design, scheduling, and performance tracking

Graphic & Packaging Designer

Wilderness Mountain Water Company, Virginia Tech | Aug 2025 – May 2026

- Developed the brand identity and packaging for Wilderness Mountain Water Company, culminating in special-edition cans produced for ID Expo 2026
- Presented concepts to clients weekly and collaborated with design, chemistry, and engineering teams to develop production-ready packaging

Graphic Design Intern

Cardwell Beach Marketing Agency | Jan 2025 – March 2026

- Designed logos, brand assets, brand guidelines, and high-impact marketing visuals for clients across diverse industries, increasing content share-ability and brand visibility
- Redesigned client websites to enhance user experience and executed social media content and strategies that drove engagement and audience growth across digital platforms

Project Manager & Graphic Designer

DesignUP, Virginia Tech | Jan 2025 – May 2026

- Managed project expectations, timelines, and deliverables for nonprofit clients, while coordinating a four-person design team
- Collaborated on branding and collateral for DesignUP 2026, a one-day design-a-thon supporting local nonprofits

Marketing Committee Chair

Fusion Dance Team, Virginia Tech | Aug 2025 – May 2026

- Designed and produced branded merchandise, increasing team recognition on campus
- Led creative direction for promotional materials, photography and advertisements that boosted event attendance and new member recruitment

Graphic Design Intern

Triumph NIL, Virginia Tech | Oct – Dec 2024

- Developed cross-platform campaign content for social media, websites, student-athlete merchandise, and promotional campaigns, supporting increased visibility for athletes
- Maintained brand consistency across all marketing channels by adhering to established design guidelines and quality standards