



## CONTACT

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443-761-7258

## EDUCATION

Virginia Tech

BFA in Graphic Design

Minor in Packaging Systems & 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, Miro, Kittl, EcoImpact and Microsoft SharePoint

### Marketing & Content Tools

- Loom.ly, CoSchedule, and Meta Business Suite

### Collaboration & Productivity

- Google Workspace (Drive, Docs, Sheets, Slides, Material Design)
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Slack and Asana for project coordination

## 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, 2026 American Advertising Federation (AAF) Awards

- Sales & Marketing: Packaging category for Hydration101, a branding and packaging project developed with a classmate for Wilderness Mountain Water

# ANIKA COLEMAN

Graphic Designer // [www.linkedin.com/in/anika-coleman](https://www.linkedin.com/in/anika-coleman) // [anikacoleman.com](https://anikacoleman.com)

## WORK EXPERIENCE

### Research & Design Assistant

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

- Design visual assets and deliverables for the CDC-funded Gulf South VECTOR project through the college, including social media graphics, marketing collateral, publications, and infographics
- Manage social media accounts, including content planning, creation, and scheduling
- Demonstrate punctuality and adhere to quick turn-around deadlines

### Graphic Design Intern

Cardwell Beach Marketing Agency (Jan 2025 – March 2026)

- Design logos, brand assets, and guidelines for clients across diverse industries
- Redesign and optimize client websites to enhance user experience and strengthen visual identity
- Create high-impact graphics and marketing visuals that increase content share-ability and brand visibility across digital platforms
- Develop and execute social media content strategies that drive engagement and audience growth across multiple digital platforms

### Graphic Design Intern

Triumph NIL, Virginia Tech (Oct 2024 – 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

## DESIGN AND LEADERSHIP EXPERIENCE

### Project Manager & Graphic Designer

DesignUP, Virginia Tech (Jan 2025 – Present)

- Communicate project expectations, goals, timelines, deadlines, and deliverables with nonprofit clients, including Inmate Family Assistance of the New River Valley and Live. Work. Eat. Grow.
- Develop project briefs, timelines, and feedback processes to support efficient execution
- Coordinate team workflow and delegate tasks within a four-person team to meet deadlines and maintain project quality

### Marketing Committee Chair

Fusion Dance Team, Virginia Tech (Aug 2025 – Present)

- Design and produce branded merchandise, increasing team recognition on campus
- Lead creative direction for promotional materials and advertisements that boosted event attendance and new member recruitment
- Led creative direction, photography, and post-production for semesterly team photoshoots used in promotional campaigns and recruitment materials

### Graphic Designer

Limestone Creative Design Agency, Virginia Tech (Aug 2025 – Dec 2025)

- Designed digital and print materials for cross-industry clients, including brand assets, marketing collateral, and social media graphics
- Collaborated with a team to develop and execute design solutions across multiple client projects
- Delivered high-quality designs under tight deadlines while maintaining brand consistency

### Graphic & Packaging Designer

Wilderness Mountain Water, Virginia Tech (Aug 2025 – Dec 2025)

- Designed packaging and branding design for Wilderness Mountain Water Company (co-packager for Liquid Death), developing special edition cans for launch at the ID Expo 2025
- Led weekly client presentations to pitch and refine design concepts, gather feedback, and refine creative direction
- Partnered with cross-functional teams (design, chemistry, and engineering) to merge science and branding into production-ready concepts