



CONTACT

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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, Acrobat Pro, and Premiere Pro

Digital & Interactive Tools

- Figma, Affinity, Procreate, Miro, Kittl, 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 and visual storytelling
- Advanced typography, layout design, and print/digital production
- UI/UX design for web and mobile platforms, including wireframing and prototyping
- Social media management, digital marketing strategy, and content creation

ANIKA COLEMAN

GRAPHIC DESIGNER // [LINKEDIN.COM/IN/ANIKA-COLEMAN](https://www.linkedin.com/in/Anika-Coleman)

WORK EXPERIENCE

Graphic Design Intern

Cardwell Beach Marketing Agency, New York (Jan 2025 – Present)

- Design logos, brand assets, and guidelines for clients across diverse industries
- Develop and execute content strategy for social platforms to increase engagement and brand visibility, resulting in a +121% increase in post views and +72% growth in non-follower reach within one month of running accounts
- 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

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 Triumph NIL athletes
- Maintained brand consistency across all marketing channels by adhering to established design guidelines and quality standards

DESIGN AND PROJECT EXPERIENCE

Graphic Designer

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

- Design digital and print solutions for cross-industry clients
- Develop branding systems that strengthen organizational identity and community engagement

Graphic & Packaging Designer

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

- 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
- Lead weekly client presentations to pitch and refine design concepts, gather feedback, and refine creative direction
- Partner with cross-functional teams (design, chemistry, and engineering) to merge science and branding into production-ready concepts
- Create mood boards, mockups, and pitch decks to communicate design intent to both technical and non-design stakeholders

Marketing Committee Chair

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

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

Ellen Lupton Sensory Design Workshop

Participant, Virginia Tech (April 2025)

- Designed a sensory-inspired perfume packaging concept under the guidance of Ellen Lupton, exploring how typography, color, and material choices influence user perception and emotional connection to a product

Design Committee Chair

VT Hack-A-Thon, Virginia Tech (Jan 2024 – Aug 2025)

- Directed the design of logos, merchandise, and social media campaigns for a university-wide Hack-a-Thon with hundreds of student participants
- Directed visual systems and campaign identity across platforms in collaboration with peers, to ensure unified visual communication

DesignUP – Virginia Tech Womens Center

Graphic Design Volunteer, Virginia Tech (April 2024)

- Designed graphics during a one-day design-a-thon, supporting local businesses and nonprofits with free creative services to strengthen community impact