

Anna Lobbes

Graphic Designer

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Grand Rapids, MI

WORK EXPERIENCE

Keen Studio (Contract)

FREELANCE DIGITAL DESIGNER & STRATEGIST Apr 2025 - Present

- Developing photorealistic 3D mockups for a diverse portfolio of client projects and create implementation prototypes in Figma.
- Managing the schedule and budget for social media advertising campaigns to meet client objectives.

TGW Logistics

GRAPHIC DESIGN INTERN Oct 2024 - Present

- Creating graphics and visuals for digital advertising, social media, email campaigns, websites, whitepapers, and print materials.
- Ensuring that all marketing content maintains visual consistency and aligns with branding guidelines.
- Contributing to various marketing initiatives, providing design and creative support to meet organizational goals.

Digital Limelight Media

GRAPHIC DESIGNER Feb 2024 - May 2024

- Utilized a diverse range of media including websites, brochures, and email marketing, employing Adobe CC and Figma.
- Incorporated UI/UX design principles to enhance user experience and interface functionality.
- Collaborated within a team environment alongside Designers, Creative Managers, and Developers.

i3 Business Solutions

MARKETING SPECIALIST & GRAPHIC DESIGNER Mar 2022 - Feb 2024

- Incorporated branding, digital assets, and traditional marketing strategies to strengthen brand recognition for clients and new prospects.

Auto-Wares

GRAPHIC DESIGNER Apr 2021 - Jan 2022

- Designed digital and print media to be used by the company.

EDUCATION

2024 to Present

BFA - Graphic Design
Kendall College of Art and Design

- Advanced Coursework

2017 - 2021

BA - Graphic Design & German
Calvin University

SKILLS

- Adobe Creative Cloud:
 - Illustrator
 - InDesign
 - Photoshop
 - Dimension
- Blender
- Figma

LANGUAGES

- English
- German