

Annie Hackett

Art Director and Designer

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Experience

2017 -
Present

ACLU • Art Direction Manager

Led design and brand development for a nationally recognized organization, producing award-winning print pieces and large-scale digital campaigns reaching millions. Directed creative across social, email, event and signage design, and ecommerce-style deliverables, ensuring refined, consistent visuals across 50+ offices. Managed a team of 8 designers and freelancers while staying hands-on with layout, typography, production, and high-volume asset creation.

2017

Stephanie Chang Design Ink • Art Director/Designer

Worked across branding, web, and print design for clients in Hawai'i and Japan. Projects included identity systems for restaurants, and marketing and digital collateral for nonprofits and state agencies. Contributed illustration, layout, and visual development from concept through final production.

2016

MVNP - DDB Associate • Art Director/Designer

Led design and production for the launch of International Market Place, Waikiki's premier open-air luxury shopping and dining destination, home to over 90 retailers including Balenciaga, Christian Louboutin, and Saks Fifth Avenue. Also art directed and produced campaigns for clients such as McDonald's of Hawai'i and First Hawaiian Bank.

2015 -
2016

Williams-Sonoma Inc. • Email Designer

Designed high-performing marketing emails for an audience of over 8 million, supporting a legacy Fortune 500 brand with a large-scale e-commerce presence. Produced daily campaigns under tight turnarounds, collaborating closely with merchandising, copy, and marketing teams. Maintained strict brand consistency while delivering clean, conversion-focused layouts.

2012 -
2015

Imagine That Design Studio • Graphic Designer

Designed digital and print marketing for clients in retail, fashion, and nonprofit sectors. Created seasonal postcards, mailers, and promotional materials for Fillmore Street's high-end shopping district, including campaigns for the Fillmore Merchants Association and womenswear boutique In Full Swing. Recognized with two Visual Media Alliance Showcase Awards, including Best in Show.

Education

San Francisco State University

Bachelor of Arts, *cum laude*

Skills

Adobe Creative Suite

Brand Identity Systems

Web & Email Design

Social Media Design

Print Production

Signage & Environment Design

Publication Design

Direct Mail

Presentation Design

Motion Graphics

Copywriting

HTML & CSS

Illustration

Features

GDUSA

Responsible Designers to Watch
(2018)

Awards

Inhouse Design Award

GDUSA (2018)

59th Annual Design Competition

Communication Arts (2018)