

EXPERIENCE

Marketing & Design Manager

Pekoe, Boulder, CO, March 2021 - Present

- Spearheaded a 98% surge in unique website visitors through a comprehensive UI redesign and SEO optimization.
- Drove a 19% increase in sales via community-based events and initiatives.
- Played a pivotal role in the design of food labels, menus, and in-store signage, resulting in a remarkable 26% sales boost.

Freelance UI Web Designer

AJC Designs LLC, Remote, Oct. 2020 - Jan 2023 (3 years)

- Elevated user experiences for mobile and desktop platforms across six company websites.
- Crafted and structured website layouts in alignment with established branding guidelines.
- Achieved a substantial 60-80% surge in web traffic through SEO enhancements.

Marketing & UX/UI Design Manager

Doctor D's Sparkling Probiotic Drink, Louisville, CO, Oct. 2019 - Oct. 2020 (1 year)

- Led the redesign of seven flavor labels, three shipment packages, four presentation decks, and five sales sheets.
- Implemented a successful PR outreach strategy, resulting in a notable 33% increase in sales.
- Re-branded the website and marketing materials, driving a 60% surge in social media and web engagement.

EDUCATION

Bachelor of Environmental Design, Design Studies Minor of Technology, Arts & Media 2014 - 2019

University of Colorado at Boulder

- LEEDS School of Business Certificate
- GPA: 3.8

DIS Copenhagen, Graphic Design & Photography Studio, Summer 2018

- GPA: 4.0

Product Design Certificate, March 2023 - June 2023
Dribbble

Anna J. Cook

Product Designer

Information

cook.anna.jean@gmail.com
Denver, CO

Industry Knowledge

Product Design
User Interface
User Experience
User Testing
Interaction Design
Graphic Design
Wireframing
Mockups
Rapid Prototyping
User & Design Research
Marketing
Photography

Tools & Technologies

Figma, Figjam, Invision,
Photoshop, Illustrator, InDesign,
Lightroom, Premiere Pro, Canva,
Microsoft, G-Suite

Other Skills

HTML, CSS, Typography, Color
Theory, Project Coordination,
Photography, Organization,
Interpersonal Communication,
Team Player, Self awareness.

Social

annajcookportfolio.com
[linkedin.com/in/annajcook](https://www.linkedin.com/in/annajcook)
@_annajcook