



ABOUT ME

I'm a graphic designer with 15+ years of experience in sports and retail, working with brands like the NFL, IMG, USL, NASL, and pet retail brands like Pet Supermarket. Specializing in digital & print assets, marketing campaigns, branding, and advertising, I turn simple ideas into visually engaging designs. I'm always committed to high standards in concept, execution, and meeting deadlines, thriving in fast-paced environments with a focus on detail and creativity. Passionate about my work, I enjoy combining hard work with fun and innovation.

SKILLS/LANGUAGES



Photoshop Illustrator InDesign After Effects

Print Digital Branding Advertising

HTML Microsoft Office macOS



English Portuguese Spanish

FORMAL EDUCATION

Florida State University

Bachelor's of Science

Information Technology & Communications

CONTACT INFO

(954) 993-5582

anadiasdesigns@gmail.com

www.anadiasdesigns.com



Ana Dias GRAPHIC DESIGNER

PET SUPERMARKET SUNRISE, FL GRAPHIC DESIGNER | DEC 2018 - PRESENT

- Maintained and enhanced the company's visual brand across digital, print, and in-store materials, including logos, style guides, and marketing assets.
- Designed print materials such as in-store displays, flyers, catalogs, signage, and point-of-sale assets to support campaigns and boost sales.
- Created digital assets for e-commerce, email campaigns, social media, digital ads, and landing pages to align with marketing strategies.
- Managed multiple design projects under tight deadlines, ensuring consistent quality and branding.
- Quickly adapted to retail needs by delivering on-brand assets for last-minute campaigns.

TAMPA BAY ROWDIES TAMPA, FL GRAPHICS COORDINATOR | MAY 2012 - OCT 2018

- Designed marketing visuals for flyers, email campaigns, web graphics, ads, social media, and promotional materials, ensuring consistent branding.
- Created assets for game-day promotions, including programs, event graphics, merchandise, and branded collateral to boost fan engagement.
- Managed photo editing, imagery sourcing, and visual adaptation for signage and marketing campaigns.
- Updated website content daily with graphics, news, and multimedia, maintaining brand standards and engagement.
- Collaborated with internal teams, agencies, and vendors to ensure timely and efficient delivery of design projects.

TAMPA BAY BUCCANEERS TAMPA, FL GRAPHIC DESIGNER | JAN 2010 - MAY 2012

- Maintained the team's visual brand across digital, print, and event materials, ensuring consistency with organizational values.
- Designed engaging graphics and animations for websites, social media, email campaigns, and live game coverage, including jumbotron visuals and promotional videos.
- Created materials for events like draft parties, fan days, and charity initiatives, delivering professional and dynamic presentations.
- Collaborated with marketing and sponsors to develop creative assets for ticket sales, promotions, and co-branded campaigns.
- Worked with photographers and content teams to craft visual stories showcasing the team, players, and community impact.
- Designed large-scale stadium graphics, banners, and printed materials like game programs and media guides to enhance the fan experience.
- Managed multiple projects in a fast-paced environment, adapting quickly to last-minute changes and tight deadlines.

IMG ACADEMY BRADENTON, FL GRAPHIC DESIGNER (SEASONAL & FREELANCE | MAY 2011 - DEC 2011)

- Assisted the Senior Graphic Designer in executing and delivering a variety of printed and digital materials.
- Developed concepts and creative solutions that adhered to brand standards and guidelines for newsletters, signage, flyers, print, web, and other collateral.



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GRAPHIC DESIGNER

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IMARCSGROUP TALLAHASSEE, FL

WEB DEVELOPER/GRAPHIC DESIGNER | APR 2008 - JAN 2010

- Designed, developed, and maintained responsive websites and newsletters tailored to client needs, including ImarcsGroup's main website.
- Built and customized client websites using HTML, CSS, and proprietary ImarcsGroup software.
- Provided client support and site management through ImarcsGroup's CMS and software tools.
- Created web and print collateral that aligned with client branding and marketing objectives.

SEMINOLE BOOSTERS, INC. TALLAHASSEE, FL

INTERN/FREELANCE | SEPT 2007 - APR 2008

- Refreshed and enhanced the Seminole Boosters' website through engaging updates that improved usability and visual appeal.
- Set up and optimized computer systems to support staff workflow and creative production.
- Conceptualized and co-designed dynamic web and print graphics — including ads, logos, and brand visuals — that captured the spirit of the Seminole Boosters and elevated their overall brand presence.
- Partnered with Booster staff to create and design the directory for the annual Booster trip, enhancing its visual appeal and usability.

LIST OF REFERENCES AVAILABLE PER REQUEST