

# Anne Claire Houck

Art Director | Illustrator | Graphic Designer

## RELEVANT EXPERIENCE

### Art Director | Quantum Spin Studios

November 2022 - PRESENT

Crafted both client work and original IP for the QSS team alongside marketing and worldbuilding teams. Conceptualized strategies to bolster brand and IP stories, created brand materials and hand crafted illustrations, and managed freelance designers. Championed brands focused towards social and environmental change, as well as emerging stories in the entertainment industry.

### Director of Design | High Falls Hemp NY

June 2021 - January 2023

Spearheaded the design direction of the brand, while working on digital marketing, retail presence and product design. Managed the creation of visual assets, as well as, the timelines of product launches. Worked synergistically with the agriculture and marketing teams to implement strategies allowing the expansion of a local small brand to the national stage.

### Graphic Designer and Illustrator | Freelance

JANUARY 2014 - PRESENT

Built a varied client-base from the ground up spanning multiple industries (fitness, publication, social cause, food, etc.) and worked in partnership with them to create innovative design solutions for their brands. Crafted illustrations, logos, typography and other necessary materials to be used in a variety of applications from apparel to branding and web design.

### Art Director: Visual and Concept | Esparza Advertising

AUGUST 2017 - JULY 2021

Collaborated with a tight-knit, digital-first creative team to identify the needs of clients and create innovative concept-driven solutions to champion their brands alongside the accounts department. Oversaw visual direction of integrated campaigns and projects and executed these across a myriad of platforms from starting concept to finished result.

## EDUCATION

### B.S. Graphic Design/Studio Arts | Liberty University

AUGUST 2014 - 2017

## ABOUT ME

Designer and avid learner experienced in bringing clients' goals to life and visually translating brand stories across various platforms. My approach to design, branding and illustration combines an analytical nature with a passion for beauty and creative solutions.

## SKILLS

Art Direction, UX/UI, Typography, Digital Marketing, Web Design, Packaging, Creative Concepting, Advertising, Branding, Illustration, Social Media, Logo Creation, Layout, Email Marketing, Brand Strategy, Compliance, Prepress and Printing, Project Management

## PROGRAM PROFICIENCIES

Adobe Creative Suite (including XD), Google Suite, Affinity Designer by Serif, Procreate, Figma, Sketch, Shopify, HTML5, CSS, Klaviyo, Asana

## AWARDS & MISC

### American Advertising Federation Awards

Gold - 4(2018) | Silver - 2(2018)  
1(2019) 6(2020) | ABQ30 - 3(2018)  
1(2019) 3(2020)  
Best in Show - City of More (2018) |  
Peer's Choice - Embracing Potential  
(2020) | Ideas that Didn't  
Fly-Experience Nuevo (2019)

### Ads of the World

Electric Playhouse "Lighten Up"