



Ian Anaya

Graphic & Type Designer

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A Perpetual Creative

I'm a Graphic Designer living and working in beautiful Portland, Oregon. I've had the distinct pleasure of developing brands for local and international companies, utilizing a deep toolbox of traditional and digital art skills. I've worked in-house to bring a consumer product to market and I've learned the ins and outs of the agency world as well.

In nine years working with clients including Acumed, Scholastic, and The Christmas for Kids Foundation, I've proved myself an adept creative problem-solver. I've honed my visual style presenting each brand thoughtfully through essential compositions, exquisite typography, and coherent design systems.

Employment History

Lead Graphic Designer, Burnett Advertising
01/2013—09/2015

Advertising (OOH, Digital) identity, art direction, branding, website design & development, print, promotional, social media

Graphic Designer, Burnett Advertising
05/2011—12/2012

Advertising (digital), identity, website design, print, promotional items

Graphic Designer, Yéyo Tequila
12/2007—03/2011

Identity, art direction, brand development & management, web design & development, print, photography, packaging, product design

Experience

Advertising, branding, concepting, digital assets, identity systems, packaging, photo retouching and manipulation, print, product development, typeface design, UI design, website design and development.

Taking ideas from concept to completion, creative briefs, client meetings and presentations, file deployment and distribution, coordinating with vendors, preflight and prepress.

Impact

Madden Industrial saw online traffic more than double after a complete website and brand overhaul, resulting in a massive influx of new business from those seeking jobs and those looking to fill them.

A staple of the Portland community for over 65 years, Azumano Travel was recently purchased by CI Travel from Virginia Beach. I crafted an identity system to represent the newly-formed CI Azumano Travel and it's distinct Vacation, Business, and Government divisions.

Christmas for Kids—a charity event helping over 500 underprivileged children a year—received a pro bono identity refresh and website re-imagining. This improved visibility and streamlined online registration process led to records for volunteer participation, money donated, and kids served in their 30 years of operation.

Software Proficiency

Adobe Illustrator CC	● ● ● ● ● ● ● ● ● ●	Fontlab Studio 5	● ● ● ● ● ● ● ● ○ ○
Adobe Photoshop CC	● ● ● ● ● ● ● ● ● ●	Autodesk Maya 2015	● ● ● ● ● ● ● ○ ○ ○
Adobe InDesign CC	● ● ● ● ● ● ● ○ ○ ○	Ableton Live 9	● ● ● ● ● ● ● ● ● ●
Adobe Lightroom CC	● ● ● ● ● ● ● ● ○ ○	Microsoft Office	● ● ● ● ● ● ● ● ○ ○
HTML5 / CSS3	● ● ● ● ● ● ● ○ ○ ○	Basecamp / Toggl	● ● ● ● ● ● ● ● ● ●