

AnneMarie O'Brien

Contact information has been removed for privacy. Please visit the "Contact" form on my website.

Skills

DESIGN TOOLS

- Adobe Suite (Photoshop, Illustrator, InDesign, Lightroom)
- Figma
- Sketch

WORKLOAD/FILE MANAGEMENT TOOLS

- Trello
- Dropbox
- Bynder

PHOTOGRAPHY SKILLS

- Retouching
- Color Matching
- Photo Styling

GRAPHIC DESIGN SKILLS

- Layout
- Typography

Education

FASHION INSTITUTE OF TECHNOLOGY, STATE UNIVERSITY OF NEW YORK

Bachelor of Fine Arts,
Fabric Styling

Associate of Applied Science, Textile & Surface Design

Associate of Applied Science, Fashion Business Management

Experience

PHOTO RETOUCHER, May 2023 - Present
FREELANCE, Remote

DESIGN CONSULTANT, May 2023 - February 2024
AS BEAUTY - New York, NY

- Conducted consultations with each member of a 10-person design team, identifying specific areas for improvement.
- Developed lesson plans and conducted training sessions for the design department, encompassing senior designers and design managers.
- Taught a range of topics, including brand knowledge, design tools, typography, layout, retouching, and digital design projects.

DIGITAL DESIGNER, June 2021 - May 2023
AS BEAUTY - New York, NY

- Collaborated with the Creative Director, Art Director, and Digital Design Director to define digital aesthetics for CoverFx.
- Designed standard and Premium Amazon A+ content. Fully redesigned Amazon storefronts, including themed storefronts for holidays.
- Created e-commerce assets, including Product Detail Page imagery, emails, banners, landing pages, and video thumbnails.
- Conceptualized storyboards and mood boards for CGI videos.
- Styled props and fashion on set of photo and video shoots.

PHOTO RETOUCHER, November 2020 - June 2021
AS BEAUTY - New York, NY

- Retouched model and product imagery using advanced Photoshop techniques.
- Composited imagery together to create product group shots.
- Ensured accuracy by color matching imagery under a light box, with approval from the Product Development Team.