

# ANNA REIFLER

## SURFACE & GRAPHIC DESIGN

Surface/Graphic Designer with expertise in product development and project management within commercial and residential design. Adept at translating artwork into captivating designs, driving collections through trend research, and orchestrating seamless communication with clients to meet deadlines and elevate brands.

## EXPERIENCE

### STUDIO MANAGER

*Stacy Garcia | Nanuet, NY | 2022 - Present*

- Spearhead product development initiatives with licensees, conceptualizing and delivering a diverse range of products including textiles, wallcovering, leather, tile and carpet.
- Conduct extensive research on industry and market trends, exploring new materials, technological advancements, evolving color palettes, and diverse sources of inspiration.
- Direct and coordinate design and marketing team members, ensuring cohesive collaboration and efficient project execution.
- Cultivate strong communication channels with licensees, effectively present pitch decks and foster enduring partnerships.

### DESIGNER

*HD Walls | Rockaway, NJ | 2016 - 2022*

- Developed wallcovering collections through market and trend research.
- Engaged directly with design firms & clients, ensuring seamless collaboration.
- Formatted production files for large and grand format printing.
- Set up tradeshow booths for national hospitality and boutique industry maximizing visual impact and brand representation.
- Upheld the visual brand aesthetic by maintaining the design and graphics for the company websites, ensuring a cohesive online presence.

### TEAM LEADER / DESIGNER

*Enchante Accessories | NYC | 2015 - 2016*

- Recruited, trained and mentored new team members.
- Designed sell sheets, plan-o-grams and mock ups for impactful meetings and presentations.
- Effectively delegated tasks to junior designers optimizing team efficiency and productivity.
- Tracked project progress and deadlines for upper management.

### GRAPHIC DESIGNER

*Kennedy Intl | Dayton, NJ | 2013 - 2015*


- Developed packaging solutions per brand identity specifications for Laura Ashley, SedaFrance, Woolite, Isaac Mizrahi and The Macbeth Collection.
- Created company trend boards, pattern repeats and trending color palettes.
- Facilitated clear communication with vendors, ensuring artwork met specifications and obtained necessary approvals for seamless collaboration.


### GRAPHIC DESIGNER


*Enchante Accessories | NYC | 2010 - 2013*


- Responsible for conceptualizing and designing packaging for home decor products, designing plan-o-grams and sell sheets.
- Using current trends, created pattern repeats used for packaging design.
- Communicated with vendors regarding artwork specifications & approvals.
- Implemented production schedule to keep track of orders.

## CONTACT

 908-220-7228

 15 Alpine Trail, Sparta, NJ

 annajpolkowska@gmail.com

 www.mistydaydesignstudio.com

## EDUCATION

### BACHELOR OF ARTS

Fashion Institute of Technology  
2004 - 2008

### THE ITALIAN WAY

Polimonda - Florence  
JUNE 2008

## SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

AVA ColourSys

Dye Sublimation Printing

Illustration

Licensing

Microsoft Office

Packaging Design

Product Development

Project Management

Textile Design

Trend Research

Web Design

Wordpress