

Anna DeCesare

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EDUCATION

Drexel University Westphal College of Media Arts & Design | Philadelphia, PA September 2022 – June 2026
Bachelor of Science in Graphic Design, Minor in Product Design

Honors & Awards: Westphal Portfolio Scholarship, Desiree Mesoletta Art Scholarship, Dean's List All Terms

EXPERIENCE

Graphic Design Intern MicroSociety

April 2025 - September 2025

- Served as sole designer, partnering with cross-functional teams to deliver cohesive visual assets.
- Collaborated directly with educators to redesign student worksheets, improving clarity and engagement.
- Extended brand system across mediums, maintaining consistency while adapting to evolving project needs.
- Produced a 60-page conference program in 2 weeks, managing layout, hierarchy, and print-ready execution.

Graphic Design Intern AriZona Beverage Co.

December 2024 - January 2025

- Collaborated with lead designers to systematize a large library of brand assets, improving team efficiency.
- Applied an asset organization system to rapidly develop consistent hero graphics for product detail pages across a high traffic e-commerce website.
- Executed high-volume design tasks under tight timelines, consistently exceeding expected deadlines.

Graphic Design Freelancer Third Effect Marketing

August 2023 - Present

- Partnered with designers to produce impact reports, print collateral, and branded materials across diverse client projects for brands including Yokohama Tires, Scouting America, and Strategic Risk Solutions.
- Tailored design approach across formats and industries, applying skills flexibly to meet varying client needs.
- Designed motion graphics, brochures, event materials, and impact reports using Adobe Creative Suite, translating complex messaging into clear, engaging, brand-aligned visuals.

SELECTED PROJECT

gather | Furniture Catalogue Subscription

- Navigated research, concept development, system design, and production in 10 weeks.
- Conducted primary research through interviews to gather personal narratives, translating real human experiences into a cohesive visual and editorial story.
- Developed a comprehensive design system by researching historical influences to ground the visual language in cultural meaning and intentional structure.
- Constructed a gridded motif system that unified a full furniture collection under a single visual identity.
- Made deliberate material selections to extend the concept into a tactile experience, using physical properties as a design tool rather than an afterthought.
- Designed an interactive package to house the catalogue, balancing editorial storytelling with commercial intent across a cohesive subscriber experience.

ACTIVITIES

Adobe Creative Retreat | September 2025

Study Abroad Dual City, Florence & London | June - August 2024

Peer Mentor | September 2023 - June 2026