



## ANNABELLE LADAO

Visual Designer  
Brooklyn, New York  
M: 347.278.4477  
anaberu@gmail.com  
nomadicpauses.com

### PROFESSIONAL EXPERIENCE

#### Director, Creative Services

PARTNERSHIP FOR NYC, New York, NY 04.2005–present

- Redesigned and implemented the Partnership for New York City website.
- Redesigned and created the New York City Bioscience Initiative website.
- Work with print vendors to ensure quality of print materials at press checks.
- Create brand identity for marketing collateral that included brochures, datasheets, packaging, and PowerPoint presentations.
- Project manage multiple projects and collaborate with interdisciplinary teams.
- Create information graphics.

#### Senior Visual Designer

MACNICA INC., Yokohama, Japan 08.2003–02.2005

- Design and produce user interfaces for web applications and websites.
- Conceptualize, design, and produce solutions for print and web projects.
- Create brand identity for bilingual marketing collateral that included brochures, datasheets, packaging, and PowerPoint presentations.
- Project manage multiple projects and collaborate with interdisciplinary teams.

#### Web Designer

GAP, INC., San Francisco, CA 06.2004–10.2004

- Designed online advertisements and email campaigns for Old Navy Online clients and partners.
- Collaborated with producers and copywriters to strategize on advertising campaigns.
- Managed multiple projects.
- Produced web-ready artwork to the computer technology group for implementation.

#### User Interface Manager

CHROMOSOME 22, Alicante, Spain 12.2001–07.2003

- Strategized, developed, and designed effective UI applications and consumer websites for global clients.
- Defined and managed development of technical resources and projects.
- Managed the company's technology capabilities.
- Improved processes and best practices acquired on projects.
- Identified necessary people and resources to create and implement strategies.
- Ensured quality and the highest standards were met to client satisfaction.

### QUALIFICATIONS

Provide direction, leadership, project management, and collaboration in the creative process from conception to final production.

Work independently and as part of a cross-functional team to communicate and implement ideas effectively.

Excellent project management and multi-tasking skills in a fast-paced and deadline oriented environment, such as, Oracle, Warner Bros., and Saba.

Translate complex concepts into simple, elegant visual design solutions.

Excellent research skills that include competitive solutions and implementation of user feedback.

Expert proficiency in web applications, web development processes, and web technologies.

Collaborate in a global environment and provide global solutions.

Demonstrate excellence of graphic design principles, processes, typography, and color theory.



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**PROFESSIONAL EXPERIENCE (continued)**

**Art Director**

SABA SOFTWARE, Redwood Shores, CA 08.2000–09.2001

- Conceptualized, designed, and produced cost-effective solutions for print and web, while maintaining corporate identity standards and guidelines.
- Created brand identity for collateral system and websites.
- Managed and provided creative direction for contractors on websites, corporate templates, photo shoots, and Macromedia Flash animations.
- Managed print vendors and ensured quality of print materials at press checks.
- Designed and created web-based newsletters and email campaigns.
- Created web graphics and Flash animations.
- Established and created web-based styleguide for marketing and services.

**Visual Designer**

SABA SOFTWARE, Redwood Shores, CA 08.1999–10.2000

- Managed multiple projects and collaborated with interdisciplinary teams to produce web-based training courses for Saba customers and employees.
- Designed and produced interfaces of web-based training templates and courses.
- Created and conducted usability testing of products.
- Developed interactive exercises using Macromedia Flash.
- Developed an executive overview Flash presentation for new employees and customers.
- Designed and produced print materials for use in instructor-led classes.

**Senior Graphic Designer**

ORACLE CORP., Redwood Shores, CA 04.1994–07.1999

- Managed multiple projects and coordinated with developers for production of courseware and Computer Based Training (CBT) courses.
- Edited courseware for consistency and standards.
- Created graphics, technical illustrations, and layout of courseware.
- Designed icons for use in print and multimedia.
- Created graphics, technical illustrations, and layout of courseware.
- Managed International Oracle User's Week courseware production of 25 mini-lessons for two years.
- Designed and produced user interfaces for internal websites.

**EDUCATION**

Master of Arts 1999  
Instructional Technology,  
Multimedia Development  
San Francisco State University

Bachelor of Arts 1987  
Social Science  
San Jose State University

UC Santa Cruz Extension  
Graphic Design and Visual  
Communication

**TECHNICAL SKILLS**

Adobe FrameMaker  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Macromedia Dreamweaver  
Macromedia Fireworks  
Macromedia Flash  
Microsoft Office Suite  
Microsoft Project  
QuarkXPress

**CODING SKILLS**

HTML  
Javascript  
CSS  
DHTML