

# RAEANN ANAYA

## GRAPHIC DESIGNER

### CONTACT



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### SKILLS

Web Design & Programming

Media Management

Adobe Creative Suite

Game Programming & Prototype

Unity 3D

Graphic Design

Maya

UX Design

Branding

Print Design

Marketing/Outreach

### EDUCATION

Communication Design

**California State University  
Monterey Bay**

2020-2022

- Dean's List Fall 2020, Spring 2021, Fall 2021, Spring 2022, and Fall 2022
- Tau Sigma National Honor Society Member
- Cum Laude graduate

Studio Art & Art History

**Modesto Junior College**

2018-2020

- Elected to be Senator for Associated Students of Modesto Junior College

### WORK EXPERIENCE

#### Lead Graphic Designer

Memory Makers Images

2024 - Present

- Led the end-to-end creation of promotional and product graphics, implementing streamlined design systems to accelerate production timelines.
- Oversaw detailed event data entry processes, enabling precise tracking of hundreds of client records.
- Delivered meticulous photo editing, including precision cropping, advanced retouching, and calibrated color balancing for consistent quality.
- Directed the production of personalized photo merchandise including magnets, plaques, and buttons while fulfilling time-sensitive online orders.
- Engineered scalable templates for educational, sports, and corporate photography projects to maintain brand cohesion across campaigns.
- Supervised quality control in packaging, labeling, and shipping to ensure flawless domestic and bulk distribution.
- Maintained and calibrated professional grade printing equipment and server networks to minimize downtime and sustain workflow efficiency.

#### Graphic Designer

Turlock Premier Mortgage & Seyer Realty

2020 - 2024

- Drafted and executed visually impactful designs for diverse print collateral, reinforcing brand identity and messaging.
- Developed professional grade brochures, large format banners, and custom signage to elevate promotional campaigns.
- Built responsive website layouts and distinctive branded style guides to ensure a cohesive digital presence.
- Applied advanced design fundamentals including typographic hierarchy, balanced composition, strategic layout, and color psychology to maximize audience engagement.
- Produced eye catching outdoor signage designed to capture the attention of prospective home buyers in competitive markets.

#### Graphic Design and Student Outreach Ambassador

Undocu-Success Center

2022-2022

- Created high impact digital and print graphics, including website visuals, custom logos, and promotional assets, aligned with brand strategy.
- Designed targeted marketing materials such as event posters, interactive digital invitations, and multi-page brochures to drive engagement.
- Managed social media branding and implemented outreach initiatives, securing partnerships and sponsorships to support scholarships and school events.