

# ANNA REIFLER

## UX & UI DESIGNER | PRODUCT DESIGNER

### EXPERIENCE

#### STUDIO MANAGER / SENIOR DESIGNER

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

- Spearheaded product development initiatives with licensees, delivering a diverse range of products including textiles, wallcovering, leather, tile and carpet.
- Conducted extensive research on industry and market trends, exploring new materials, technological advancements, evolving color palettes, and diverse sources of inspiration.
- Led design and marketing team members, ensuring cohesive collaboration and efficient project execution.
- Cultivated strong communication channels with licensees, effectively presenting pitch decks and fostering partnerships.
- Directed the redesign of the company website by providing art direction and crafting the layout and copy, ensuring a visually appealing and cohesive user experience.

#### 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.
- Led the redesign of company websites by applying UX design principles, including wireframing, prototyping, and user research, to create visually cohesive digital platforms that enhance the overall user experience and maintain brand aesthetic.

#### 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.
- Effectively delegated tasks to junior designers optimizing team efficiency.
- Monitored project progress and deadlines, providing regular updates to 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

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 www.mistydaydesignstudio.com

### EDUCATION

#### BACHELOR OF ARTS

Fashion Institute of Technology  
2004 - 2008

#### THE ITALIAN WAY

Polimonda - Florence  
JUNE 2008

### SKILLS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Art Direction

AVA ColourSys

Canva

Figma

Illustration

Licensing

Microsoft Office

Product Development

Project Management

Shopify

Surface & Pattern Design

Trend Research

Web Design

Wordpress