



A DAILEY DOSE

Hey, I'm Annie Dailey

I'm a designer from New York (the state part) living in New York (the city part). I specialize in brand development, illustration and lettering. I'm committed to enhancing company brands through creativity and collaboration.

EDUCATION

Binghamton University

BA Graphic Design | August 2011 - May 2015

Dean's List Fall 2011 - Spring 2015

Martha Norcross Student Art Show Award 2015

SERVICES

Logo Design

Brand Development

Illustration

Lettering

Web Design

Design Strategy

Print Design

GET IN TOUCH

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EXPERIENCE

Emburse | March 2017 - Present

Emburse Visual Designer

Emburse, a collection of expense management softwares, acquired Abacus last January. Since then, my role has expanded into an Emburse-wide Visual Designer. This past year I collaborated with multiple stakeholders to develop the Emburse brand and unify the visual identities of the seven companies that fall within it. This included designing the Emburse logo, collaborating with the Creative Director and Marketing executives to develop brand guidelines, establish a typography/color system to be used across all companies, and create templated marketing assets. I also provide design support for all sub-brands, including Abacus, to create marketing collateral, web pages, digital advertisements, and virtual event assets.

Abacus Visual Designer

As the lead designer at Abacus, I'm responsible for the development and application of the company brand. I work closely with the marketing, product, and engineering teams to create a variety of assets ranging from web pages and digital advertisements, to marketing collateral and product illustrations. I also initiated a brand refresh of Abacus in which I redesigned the Abacus logo and built out a more comprehensive typography, illustration, and color system.

Freelance | June 2015 - Present

Graphic Designer

I view freelance projects as an opportunity to not only work on projects more aligned with my personal interests, but also as a way to provide thoughtful, affordable design to those that may otherwise need to resort to Microsoft Paint. I've worked on large-scale murals, digital paintings, logo designs, and even a couple of beer labels.

Kitchen Theatre Company | Aug 2015 - June 2016

Resident Graphic Designer

Designed and formatted print and web materials while implementing the theater's brand. This included program design, newsletter formatting, stationery design, advertisement design, building signs, and all season promotional materials. I also conducted research to target specific audiences for each play.

EXPLO at Yale | June 2016 - August 2016

Design Instructor

Taught the Graphic Design course and Digital Imagery course for high school students attending the summer camp, EXPLO. I designed my own curriculum for both classes, creating projects that emphasized the importance of design principles, while allowing students to explore Adobe Illustrator and Photoshop. I also held multiple hand lettering activities for students.