

ANNEKA VAN SCOYOC

I am curiously and colorfully designing the world.

With a unique background in global health, I bring smart, user-centered design to critical international research. I am a quick and eager learner and am always open to trying out a new program, approach, or method.

CONTACT

Phone

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Portfolio

anneka-portfolio.com

EXPERTISE

- Custom web design
- User experience design
- App design
- Email design
- Templated web design
- Web analytics
- Presentation design
- Data visualization
- Custom illustrations
- Page layout
- Presentation design
- Project management

EDUCATION

General Assembly

Certificate in UX Design
Washington, DC, 2017

University of Chicago

M.A. International Relations,
with Honors
Chicago, IL, 2014

Queens University of Charlotte

B.A. Communications,
Summa Cum Laude with Honors
Charlotte, NC, 2012

EXPERIENCE

Graphic Designer

Population Reference Bureau, 2018 – Present

Remote, based out of North Carolina

- Design **original, responsive websites** from start to finish by creating low- and high-fidelity wireframes, prototyping, hiring and managing developers, compiling feedback, and overseeing launch of site.
- Integrate **UX processes** into all web builds by conducting user interviews, creating competitive analyses, user testing with low fidelity and high fidelity wireframes, and overseeing user testing on dev sites.
- Design **engaging print products** from concept to completion working closely with colleagues and in-country partners to iteratively refine the end product. Materials have included data sheets, 4"x4" mini-brochures, fact sheets, reports, posters, briefs, and marketing products such as buttons, holiday cards, banners, and stickers.
- Provide art direction for outsourced design work, ensuring **brand consistency** across multiple projects.
- Create custom **illustrations and icons** for video, print, and web design, often working with international partners to design culturally-specific figures or icons.
- Served as primary designer for **data visualization** work, starting with helping researchers decide the best format for their data for both digital presentations and print.

Communications & Graphics Associate

Population Council & Population Reference Bureau, 2015 – 2018

Washington, DC

- Designed the **portfolio of Evidence Project print and online products** including research and meeting reports, syntheses, briefs, toolkits, donor reports, emails and newsletters.
- Designed **branding and visual guidelines** for a USAID project along with templates for reports, briefs, emails, and presentations.
- Maintained the Evidence Project **website** and oversaw the work of web development and design consultants to ensure that the website was functional, user-friendly, and visually appealing.
- Designed a custom **podcast** content type on the Evidence Project website and oversaw its development. I also provided technical assistance to launch the podcast and designed the artwork.
- Designed and managed all **email campaigns in MailChimp** for both internal and external audiences. This included designing templates and managing the international listservs.

TECHNOLOGY SKILLS

InDesign



Illustrator



Sketch



InVision



Canva



MailChimp



Photoshop



Wix/Squarespace



Wordpress



Wrike



HTML/CSS



LANGUAGE SKILLS

Spanish

Advanced

VOLUNTEER WORK

Board Member

Viz for Social Good

Lead of web redesign and email design and strategy

Pro-choice Clinic Monitor

Women's health centers in Charlotte and Raleigh, NC

Freelance Graphic Designer

Biz IT Group, 2016 – 2018

- Co-designed custom **Squarespace website**, leading the design of the site architecture and navigation scheme and conducting user testing.
- Provided **UI assets** for the website redesign including custom icons, edited photos, and graphics.
- Designed **proposal template** and multiple custom proposals for contracts in the Washington, DC area.
- Conducted user interviews with Biz IT clients to inform the design of several step-by-step **user guides** for client sites that familiarized employees with on-site hardware.

Family Planning 2020, 2019

- Designed **55-page research report and accompanying briefs** in French and English showcasing FP2020's success around rights-based family planning approaches. The products were presented at the International Conference on Population and Development in Nairobi, Kenya.

Resume Design Services, 2020

- Designed **custom resume templates** for clients, working closely with them to create a style that reflected their personality and matched their professional goals. I used Pages which gave clients control to update their resume in the future on their own.

Vera Solutions, 2018

- Adhering closely to Vera Solutions branding guidelines, I designed **freestanding company posters** that advertised Vera Solution's use of data for social change in developing countries.

What Works Association, 2017

- Designed and coordinated printing for **70-page research report and executive summary** about successful youth sexual and reproductive health interventions in Jamaica.

Graphic Designer

University Community Service Center at UChicago, 2013 – 2015

Chicago, IL

- Developed **Drupal website** for the Chicago Studies program. I designed low- and high-fidelity wireframes and taught myself Drupal and Page Builder to build a custom site to completion.
- Successfully managed over 30 **marketing projects** to completion by designing marketing materials, and overseeing their distribution, increasing aggregate participation for the 2013-2014 academic year.
- Oversaw group of budding **undergraduate journalists**. I edited their articles, led monthly meetings where I would present on fields related to journalism or coordinate guest speakers who brought fresh perspectives on possible careers within journalism. A group favorite was Katie Mingle who is now lead producer of the podcast 99% Invisible.