

1224 County RD 57
Prattville, AL. 36067
318-210-8556
aney@aneycarver.com

Creative professional skilled in visual design, digital media, web development, and B2B marketing.

Experienced delivering cohesive brand experiences across print, web, and video for global and national audiences.

Adept at translating business objectives into compelling creative, strengthening brand consistency, and improving engagement across multiple platforms.

Core competencies include:

Graphic Design

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Acrobat)

Layout & Typography • Branding
Photography • Video Editing

Web Design

HTML • CSS • WordPress • SEO
Figma • Wireframes & Prototypes

Marketing Strategies

Content Strategy
Social Media Management
Email Marketing
Trade Show Support
Presentation Design

Professional Experience

Graphic Designer

Kuvaré · Des Moines, IA · 08/2022 – 03/2025

Designed digital and print assets supporting enterprise-wide branding, marketing campaigns, and internal communications, with a strong focus on web design, UX, and front-end execution.

Key Contributions:

- Designed and built multiple marketing and corporate websites using WordPress, hosted on WP Engine, leveraging Elementor to create flexible, user-friendly layouts that aligned with brand and business goals
- Wrote and edited HTML and CSS to customize page layouts, refine styling, improve responsiveness, and address functionality needs beyond page builder capabilities
- Created user-centered web layouts, wireframes, and prototypes, collaborating with marketing and stakeholders to improve site structure, usability, and visual clarity
- Maintained and updated existing WordPress sites, managing content changes, page creation, and visual consistency across evolving campaigns
- Delivered responsive email and web graphics optimized for multiple devices and platforms
- Designed compelling PowerPoint and marketing presentations, incorporating animation, motion, and visual storytelling
- Created brochures, flyers, banners, and promotional print collateral using strong typographic hierarchy and layout best practices
- Helped implement and evolve a refreshed corporate brand, ensuring consistency across digital, print, and web channels
- Edited and produced video content incorporating motion graphics and visual effects
- Collaborated closely with marketing teams and project managers to manage timelines, balance competing priorities, and deliver polished assets on schedule

Owner/Designer

Pyrocrafters · Prattville, AL · 06/2016 – 08/2026

Built a successful handmade goods business specializing in pyrography and leather goods, fully managing branding, content, social media, and ecommerce operations.

Key Contributions:

- Built an audience of 100,000+ followers across Instagram, YouTube, Pinterest, Facebook, and TikTok
- Designed all print, digital, and marketing assets including branding, ads, web graphics, and photography
- Managed the business's WordPress website averaging 15,000+ monthly visits
- Produced weekly YouTube content: filming, editing, and uploading in Premiere Pro
- Grew a combined 5,000+ email subscriber base using lead magnets and content funnels
- Secured partnerships and collaborations with brands, creators, and affiliate companies
- Oversaw product photography, content writing, e-commerce management, and customer communication

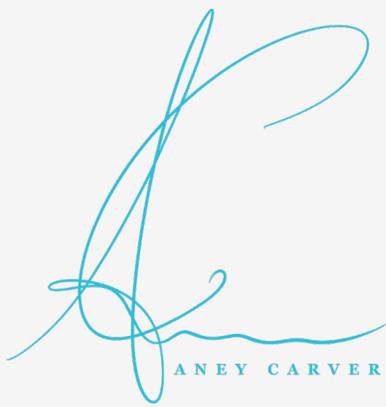
Graphic Designer

Caddell Construction · Montgomery, AL · 04/2017 – 12/2019

Supported proposal development and corporate communications for major construction pursuits.

Key Contributions:

- Designed proposal covers, internal manuals, and supporting collateral



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Accolades

Author,
[Step by Step Pyrography for Beginners](#),
 Published in December of 2022
 Publisher: Callisto Media

Author, [Drawing with Fire](#)
 Published in March of 2020
 Publisher: Page Street Publishing

Featured Artist on [Insider Art](#)
 Featured Artist on [Lettering Daily](#)

Award Winning Pyrography in
 the 2018 and 2023 Prattville Art
 Guild Fall Art Show

Award Winning Pyrography in
 the 2023 Montgomery Museum of
 Fine Arts Alabama A to Z show.

Portfolio Link



- Photographed construction sites and maintained organized image libraries
- Developed graphics and layouts for the corporate newsletter
- Assisted proposal development through editing, content enhancement, and visual storytelling
- Designed presentations and visual assets for internal and external events
- Maintained company project database and records

Marketing Director

Keeton Industries, Inc. · Wellington, CO · 03/2013 – 04/2017
 Led marketing and brand development across digital, print, and live events.

Key Contributions:

- Planned and executed marketing strategies supporting sales objectives
- Designed branding, trade show banners, product packaging, brochures, labels, and web graphics
- Produced and edited photography and videography for domestic and international installs
- Developed and managed multiple company websites (WordPress)
- Produced all social media content and email campaigns
- Planned, executed, and supervised national and international trade show events

Graphic Designer

Animal Health Int. · Greeley, CO · 06/2011 – 03/2013
 Created branding and marketing materials for veterinary product lines.

Key Contributions:

- Re-branded two private label programs and established updated visual systems
- Designed brochures, catalogs, flyers, spec sheets, and sales collateral
- Collaborated with internal teams on corporate-wide promotional campaigns

Web and Graphic Designer

Bayou Fitness · Shreveport, LA · 05/2009 – 06/2011
 Designed and supported online and print marketing while building a new brand identity (XMark).

Typesetter and Graphic Designer

City Printing · Shreveport, LA · 06/2008 – 06/2009
 Designed print assets for business clients and prepared final files for production and press.

Education

Master of Applied Science Information & Communications Technology (Web Design)
 University of Denver · Denver, CO · 2015

Bachelor of Science, Graphic Design
 The Art Institute · Pittsburgh, PA · 2010