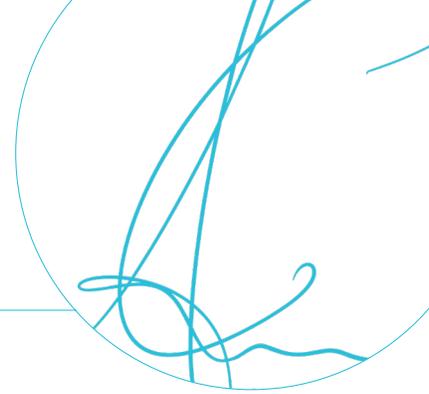


ANEY CARVER

Corporate Graphic Designer

Prattville, AL | 318.210.8556 | aney@aneycarver.com | aneycarver.com



PROFESSIONAL SUMMARY

Corporate Graphic Designer with extensive experience supporting brand consistency across digital, print, and video platforms. Skilled in translating strategic objectives into scalable, on brand visual systems while maintaining efficiency in high volume production environments. Adept at leveraging modern design tools and AI assisted workflows to enhance speed, accuracy, and consistency.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

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

Supported enterprise wide brand initiatives through the production and maintenance of digital, web, and print assets across corporate marketing and internal communications. Ensured visual consistency, usability, and alignment with established brand standards in a structured, multi-team environment.

Key Contributions:

- Built and supported 20+ corporate and marketing websites in WordPress (WP Engine), ensuring alignment with brand guidelines, accessibility standards, and evolving business objectives
- Customized layouts using HTML and CSS to enhance responsiveness, improve user experience, and maintain consistent visual presentation across devices
- Developed wireframes and page structures in collaboration with marketing and stakeholders to improve site clarity, navigation, and overall usability
- Managed ongoing website updates, campaign rollouts, and content revisions while maintaining version control and visual consistency across multiple properties
- Produced 10+ print assets per month, including brochures, banners, and promotional collateral, adhering to brand standards and production best practices
- Designed responsive email templates and web graphics optimized for cross-platform performance and brand alignment
- Created corporate presentations, executive decks, and sales materials while maintaining brand integrity across high visibility communications
- Contributed to a brand refresh across 3 company brands, supporting the implementation and rollout of updated visual standards across digital and print
- Edited and produced video content incorporating motion graphics to support marketing campaigns and internal initiatives
- Partnered with marketing teams and project managers to manage deadlines, balance priorities, and deliver production ready assets in high volume environments

FOUNDER & CREATIVE DIRECTOR

Pyrocrafters · Prattville, AL · 06/2016 – 01/2026

Founded and managed a direct to consumer lifestyle brand, overseeing brand development, digital marketing, content production, and ecommerce operations. Built and maintained a cohesive visual identity while managing all creative production and digital assets.

Key Contributions:

- Built and scaled a cross-platform audience of 100,000+ followers across Instagram, YouTube, Pinterest, Facebook, and TikTok through consistent brand positioning and strategic content development

CORE COMPETENCIES

Brand & Visual Systems

- Brand Stewardship
- Visual Consistency
- Design Systems Support
- Layout & Typography
- Executive Presentation Design
- Print & Digital Production

Digital & Web Production

- WordPress
- HTML and CSS
- Responsive Web Design
- Email Design
- UX-Focused Layout Development

Creative & Motion Tools

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

Marketing & Content Production

- Campaign Asset Development
- Email Marketing Assets
- Cross Platform Digital Graphics
- Trade Show & Event Support

Workflow & Collaboration

- High Volume Production
- Cross-Functional Team Work
- Brand Compliance
- Asset Management
- Deadline Driven Execution

- Designed and maintained all brand assets including visual identity systems, marketing campaigns, web graphics, digital ads, and print collateral
- Managed and optimized a WordPress e-commerce website averaging 15,000+ monthly visits, ensuring brand consistency, usability, and ongoing content updates
- Produced weekly video content, overseeing scripting, filming, editing, motion graphics, and publishing workflows using Adobe Premiere Pro
- Grew and maintained an 8,000+ subscriber email list through lead generation campaigns, automated content funnels, and branded communication strategies
- Secured and managed partnerships with brands and affiliate organizations, ensuring visual alignment and professional brand representation
- Oversaw end-to-end content production including product photography, copywriting, customer communications, and digital asset management

GRAPHIC DESIGNER

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

Supported corporate communications and high value proposal development initiatives within a fast paced construction and government contracting environment. Contributed to visually cohesive, deadline driven materials supporting major project pursuits and internal communications.

Key Contributions:

- Designed branded proposal covers, internal manuals, and supporting collateral for high profile construction pursuits, ensuring consistency with corporate standards
- Developed layout systems and graphics for the company newsletter, maintaining brand alignment across recurring internal communications
- Designed executive presentations and visual materials for internal leadership meetings and external stakeholder events
- Collaborated with proposal teams to enhance written content through structured layout, visual hierarchy, and strategic graphic integration
- Photographed construction sites and maintained organized digital image libraries to support marketing, proposal, and archival needs
- Maintained company project database and records, ensuring accurate documentation and organized asset management

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

WEB AND GRAPHIC DESIGNER

Bayou Fitness · Shreveport, LA · 05/2009 – 06/2011

TYPESETTER AND GRAPHIC DESIGNER

City Printing · Shreveport, LA · 06/2008 – 06/2009

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

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

