

# CORTNEY ANDERSON

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## WORK EXPERIENCE

October 2023  
-  
Present

### HASHICORP, AN IBM COMPANY

#### Visual Designer - Brand Events

- Developed strategic event design solutions and kit of materials aligned with company messaging, product positioning, and organizational goals across global field marketing, internal, and large scale proprietary user events.
- Created cohesive visual storytelling across environmental signage, way-finding, digital displays, and presentation materials with a focus on understanding and curating the attendee experience.
- Provided extensive presentation support for keynotes, working with speakers improving clarity, narrative flow, and visual cohesion with brand.
- Collaborated with event production teams, motion designers, and cross-functional partners to deliver high-quality creative assets serving as the thread across event work streams on our small hand-on events team.
- Produced a wide range of event design assets, including environmental graphics, attendee activations, swag, motion elements, presentation decks, print collateral, and digital content.
- Managed vendor communication, production specifications, print master documents, file preparation, and project timelines, to ensure accurate execution of large-format print and digital deliverables across a large volume of design mediums and materials supporting end-to-end workflows from concept development through to final production.

May 2022  
-  
October 2023

#### Graphic Designer - Brand

- Developed brand-aligned design systems supporting company-wide marketing, product, and communication initiatives ensuring alignment with brand standards and audience needs.
- Created campaign and product launch visuals for web, social, email, and internal communications.
- Contributed to brand governance, reviewing and refining assets across teams to ensure accuracy, accessibility, and adherence to brand guidelines.

## FREELANCE

March - April 2022

#### Magnet Media, Graphic Designer

Created GIF and motion-based content to support engagement and campaign visibility optimized for web, social, and digital marketing use.

## INTERNSHIPS

September 2021  
-  
August 2022

#### A Walt Disney Company, Product Design Intern

- Designed and developed 20+ consumer products across multiple categories, contributing to concept creation, visual design, and production-ready artwork.
- Supported the end-to-end product lifecycle, from initial sketches and style exploration to final approvals for manufacturing.
- Created illustrations, patterns, packaging elements, and graphic assets aligned with brand guidelines and character integrity standards.
- Assisted with trend research, material exploration, and competitive analysis to inform product concepts and seasonal assortments.

Summer 2021

#### Laughlin Constable, Design Intern

Created work used in successful marketing campaigns and worked alongside the copyright intern to elevate internal branding.

Spring 2021

#### Design Museum of Chicago, Design Intern

Refreshed branding for local businesses including updated logos and packaging design and created social media content promoting exhibitions and upcoming programming

## EDUCATION

Graduated  
2021

### SCHOOL OF THE ART INSTITUTE OF CHICAGO (SAIC)

#### Bachelor of Fine Arts

Visual Communication focus

## AWARDS/RECOGNITION

2025

#### Remarkability Award

HashiCorp Marketing award for key clicker swag

2025

#### Remarkability Award Honorable Mention

HashiCorp Marketing award for custom shoe design featured on Sales Kickoff keynote stage

2021

#### F News Magazine

College Media Association Pinnacle Second Place Award for Best Entertainment Page Spread

2021

#### Graduating Student Leader Honorable Mention

School of the Art Institute of Chicago

2021

#### Student Leader

School of the Art Institute of Chicago

2020

#### Justina Palka Memorial Scholarship Nomination

School of the Art Institute of Chicago

## VOLUNTEER WORK

#### Nourishing Hope Chicago

Help sort food to provide groceries to people experiencing food insecurity

#### Kathy's Kamp Scholarship Fund Raiser

Helped pay for kid's camp fees

#### Families Forward Resource Center Adopt-A-Family

Fundraising to buy Christmas presents for families in need

#### Presidential election campaigns

Getting people registered to vote

## SOFTWARE

Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, Lightroom), Google Workspace, PowerPoint, Keynote, Webflow, Sketch, Figma

## INTERESTS

Singing, drawing, painting, printmaking, piano, reading, jewelry making, sewing, ceramics, book making, fashion design, typography, custom shoe design, illustration