

Ana Quezada

Art Director & Visual Designer

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Greater Indianapolis, IN
Bilingual: English / Spanish

PROFILE

Art director and graphic designer with 7+ years building brands, product content, and 3D visual systems for e-commerce at scale. I bridge creative vision and production reality — working across brand identity, 3D visualization, and marketing campaigns to create assets that look good and integrate seamlessly into production pipelines.

EXPERIENCE

Art Director

May 2021 — Sep 2025
Westfield, IN

NewPro Containers

- Led 3D product visualization strategy in Cinema 4D and Blender, replacing traditional photography with scalable photorealistic renders across all products, sizes, and colorways.
- Directed social media strategy for multiple brand accounts — content calendars, static graphics, and video content to drive engagement and conversions.
- Spearheaded integrated marketing campaigns combining 3D renders with graphic design, increasing brand engagement across digital channels.
- Managed annual catalog releases end-to-end from concept through delivery, overseeing design, revisions, and all supporting materials.
- Coordinated landing pages, content hubs, and WordPress/Magento implementations while maintaining brand standards across all touchpoints.

Graphic Designer

Sep 2018 — May 2021
Westfield, IN

NewPro Containers

- Designed marketing materials including social media templates, promotional assets, infographics, logos, and email templates.
- Built a comprehensive product database unifying 15,000+ SKUs across all marketplace platforms, enabling automated pricing and streamlined print workflows.
- Edited product photography for e-commerce listings and collaborated on catalog design and direct mail campaigns.
- Developed landing pages and WordPress customizations to support digital marketing initiatives.

Web Developer & Graphic Designer

Jan 2017 – Sep 2018
Indianapolis, IN

Shoopman Homes

- Designed and developed home community websites focused on user experience and lead generation.
- Created company documents including price sheets, sales manuals, floor plan brochures, and community maps.
- Assisted with social media scheduling, photo editing, and marketing assets for home sales.

SKILLS

DESIGN

Art Direction
Brand Identity
Visual Design
Print Design
Typography
E-commerce Content

3D & PRODUCTION

Cinema 4D (Redshift)
Blender (Cycles)
Substance Painter
3D Visualization
Product Rendering
CLO3D

TOOLS & PLATFORMS

Adobe Creative Suite
Figma
WordPress / Magento
Amazon / Wayfair / Houzz
VS Code

CERTIFICATIONS

WEB & DESIGN

CIW Web Design Specialist
CIW Professional
CIW Web Foundations Associate

PROJECT MANAGEMENT & TECHNICAL

AWS Certified Cloud Practitioner
CompTIA Project+ (Project Management)
CompTIA A+