

Ellie Annett

New Media Specialist

PROFESSIONAL SUMMARY:

I am a New Media Designer and former educator who is passionate about creating inclusive, equitable learning experiences through thoughtful, human-centered design. I blend creativity with technical skill to produce accessible media, educational resources, and digital experiences that support diverse learners and promote cultural understanding. I excel at simplifying complex ideas into clear, engaging visuals and thrive in collaborative environments where design, education, and storytelling intersect. My work is driven by a commitment to innovation, empathy, and meaningful impact for learners of all backgrounds.

EDUCATION:

Bachelor of Fine Arts
New Media
University of Lethbridge
Dec 2025

Bachelor of Education
Art
University of Lethbridge
2014

Bachelor of Fine Arts
Art History and Museum
Studies
University of Lethbridge
2012

PROFICIENT IN:

- Adobe Creative Suite
- Davinci Resolve
- Blender
- Canva
- Microsoft Office
- Figma
- Wordpress
- Wix
- Hubspot

WORK EXPERIENCE:

Marketing and UX Design Intern

AFIT Learning

September 2025 - Present

- Built AFIT's visual brand system and designed multi-platform social media content.
- Created *Figma* wireframes and UX flows for core platform features.
- Produced brochures, pitch decks, and digital assets for school and homeschool outreach.
- Researched curriculum and assessment practices to shape clear, educator-aligned messaging.
- Managed social scheduling and analytics across *HubSpot*, *Sendible*, and native tools.
- Collaborated with leadership to translate educational insights into product and communication decisions.

Social Media Manager – Contract Freelance

Alberta Assessment Consortium

June 2025 - Present

- Developed and maintained a comprehensive brand kit to ensure consistent visual identity and messaging across all digital platforms.
- Created, scheduled, and published engaging content across Instagram, Facebook, TikTok, BlueSky, and X to amplify awareness of best practices in classroom assessment.
- Strategically tailored messaging to platform-specific audiences, resulting in increased visibility and engagement with educators and stakeholders.
- Promoted membership growth for the *Alberta Assessment Consortium* through targeted content and storytelling that highlighted the organization's value and impact.
- Collaborated with team members to translate complex educational practices into accessible, shareable content for educators across Alberta.
- Monitored trends, platform analytics, and audience behavior to refine strategy and maximize reach and impact.

Graphic and Web Designer – Contract Freelance - Casual

Prairie Sky Collegiate

June 2024 - Present

- Designing the school's visual identity—including logo, colour palette, and typography—in alignment with *Prairie Sky's* educational values and community focus.
- Creating a comprehensive branding kit used across academic communications, enrollment materials, and digital platforms.
- Using *Figma* to design website wireframes, layout systems, and UX flows that support clear navigation for students, families, and educators.
- Using *Adobe Illustrator* to develop polished brand assets, icons, and scalable visuals for print and digital use.
- Producing reusable templates and visual resources to support instructional materials, announcements, and school-wide initiatives.
- Collaborating with school leadership to ensure branding and messaging align with the school's mission and learning philosophy.

MEMBERSHIPS:

Trap/Door Artist Run Committee
2024-Present
Board Treasurer
Lethbridge, Alberta

All My Relations Indigenous Student Association
2023 – Present
Active Member
University of Lethbridge

The Oldman Watershed Council
2021 – Present
Active Member
Lethbridge, Alberta

Aboriginal Champions Committee
2016-2018
Former Member
Horizon School Division

ADDITIONAL RELATED EXPERIENCE:

Intern - Southern Alberta Art Gallery
January 2013 - April 2013
Lethbridge, Alberta

Intern - Galt Museum and Archives
March 2011 - April 2011
Lethbridge, Alberta

Volunteer - 215 and Counting
September 2022 - December 2022
Lethbridge, Alberta

Volunteer - University of Lethbridge Art Gallery
2010 - 2011
Lethbridge, Alberta

Graphic Designer – Contract Freelance - Casual

Annett Auction T-Down Trailers
December 2020 - Present

- Designing a professional logo that embodies the values and mission of the organization, ensuring a strong and cohesive brand identity.
- Incorporating company's brand, including logos, colors, and typography, to maintain a cohesive and professional appearance.
- Collaborating with business owner to gather requirements and deliver a design that meets organizational goal.

Contract Educator

Alberta Prairie Conservation Forum
October 2022 - Present

- Deliver virtual lessons to adult learners and K-12 students across Alberta about the conservation of the Alberta Grasslands.
- Produced an educational video exploring Indigenous perspectives on life within Alberta's grasslands, emphasizing cultural knowledge, ecological relationships, and land stewardship.
- Edited footage and motion graphics using *Davinci Resolve* and *Adobe Creative Cloud* to create a clear, engaging, and culturally sensitive learning resource.
- Collaborated with the *Alberta Prairie Conservation Forum* team to ensure the video supported curriculum goals and complemented classroom presentations.
- Led the design and development of inclusive, developmentally appropriate K-12 courses aligned with curriculum standards.
- Integrating Indigenous knowledge and land-based learning.
- Engaged in self-directed research to support curriculum design and the inclusion of local environmental and cultural content, including watershed and Indigenous topics.

Elementary Classroom Teacher

Sept 2014 – June 2023
Horizon, Palliser, Livingstone Range & Westwind School Divisions

- Taught Grades K-6, creating inclusive, culturally responsive, and student-centered learning environments.
 - Designed differentiated instruction and adapted curriculum to support diverse learning needs in group and one-to-one settings.
 - Facilitated community-based and Indigenous-informed learning by connecting students with Knowledge Keepers, local experts, and hands-on workshops.
 - Supported positive school culture through extracurricular leadership and initiatives promoting belonging, diversity, and student engagement.
 - Collaborated with teaching teams to develop strategies that improved classroom behaviour, academic success, and cross-grade learning
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