

# IN90 PRO

Transform your ideas to reality in 90 days.



## Annika Kappenstein

Annika is a designer, thinker, tinkerer, and teacher with over 20 years of experience in the graphic design industry. She received her MFA in Communication Design from the Braunschweig University of Art, a highly regarded art school in Germany. She moved to the United States in 1998 to further her career in branding and design, and has worked for large brand consultancies in New York City as well as smaller marketing communications firms and agencies in both the U.S. and Germany. Currently, she owns her own company Amala Design.

Annika has taught branding and graphic design at The Miami Ad School @ Portfolio Center in Atlanta and has been a Professor of Graphic Design at SCAD. She currently teaches Graphic Design courses at Georgia State University.

Annika's specialties include brand strategy, visual identity systems and logo design, web design, typography, print collateral and information graphics. Her design roots are in print and typography, and through her European design education she is able to offer a unique perspective of clear and effective visual communication. Her first touch points with the art and craft of visual communication didn't involve the help of computers, and she is trained in manual typesetting. Annika still starts every project with pencil and paper, she loves to get her hands dirty and is as much at home down in the trenches as far up in the layers of strategic thinking.

When she is not designing you can find Annika on her yoga mat — she lives, studies and teaches holistic yoga at an urban ashram in Atlanta's Candler Park neighborhood. She is a certified yoga and meditation instructor at the 500-hour level.