



principal profiler



Ms. Annabelle Ladao
Principal

- Here at C22, Annabelle is responsible for development and management of technical resources. She oversees the company's technology capabilities and her responsibilities involve improving our processes and best practices from experience acquired on projects. She is involved with identifying the necessary people and resources to create and implement plans of action. She ensures that quality and the highest standards are met to the client's satisfaction.
- Annabelle also enjoys working with clients as part of a cross-functional team to communicate and implement ideas effectively. She dives in and learns about all aspects of the product in order to understand and process client/user feedback. She strives to be an innovative, creative problem solver with an eye for detail and accuracy.
- Prior to co-founding C22, Annabelle served as an art director at Saba and in design and production capacities at Oracle, Warner Bros. Japan and various companies. Some of her responsibilities at these various companies included managing design and production resources, creating corporate styleguides and collateral, and providing creative and technical direction to her team.
- She earned a Master of Arts degree in Instructional Technology with an emphasis on multimedia development from San Francisco State University in San Francisco, California.
- In her free time she enjoys traveling, movies, chess, yoga, rock climbing, and gardening.