

## FREELANCE DESIGNER

### Hi, I'm Brittany!

I'm currently a freelance graphic & web designer with a proven track record of providing results-oriented design solutions for clients & employers. I have a unique blend of creativity and technical expertise & over 10 years of experience in agency/ corporate settings. I have a resourceful mindset and a knack for dynamic yet clean design with a ton of personality.

## EXPERIENCE

*Artfluentia (ARTFL) - Columbus, OH*

### Freelance Designer

ARTFL is a design firm with a focus on cultural, nonprofit & political organizations.

- Create digital assets for social media following brand guidelines.
- Design annual reports, websites, and brand identities with brand guidelines.

*BMA Media Group - Willoughby, OH*

### Graphic/Web Designer

BMA Media Group is an advertising agency that focuses on construction labor unions and joint apprenticeship training centers (JATC).

- Created user-friendly & responsive websites, keeping directories up-to-date.
- Designed event branding & trade show-style graphics for anniversaries, conferences, meetings, and conventions.
- Designed digital assets for Google ads
- Managed email marketing campaigns for local unions.

*The Word Church - Willoughby, OH*

### Graphic/Web Designer

The Word Church is a multi-million dollar non-profit religious organization.

- Delegated tasks to 3 team members and 3 summer interns, providing them with guidance throughout our various projects.
- Created marketing materials for internal use, annual conferences, concerts, community events, and major holiday productions.
- Successfully managed six social media accounts with a total of over 120,000 followers. Within three months of starting my position, I increased the number of followers of one Instagram account from 25 followers to 5,000 in 48 hrs.
- Re-branded logo to a modern icon that embodies the organization's values.
- Redesigned and regularly maintained WordCity.org and its online store, as well as the WordCity TV app.
  - Created microsites for special events, increasing ticket sales by 20%.

*Electronic Merchant Systems - Independence, OH*

### Graphic/Web Designer

Electronic Merchant Systems is a provider of payment processing & merchant services. They have a dedicated design department responsible for delivering top-notch design services that compliment their supplemental offerings.

- Created artwork for gift cards and promotional posters, and set up online ordering systems and websites for agent-sold deals.
- Demonstrated exceptional project management skills, consistently meeting deadlines with a 93% deal completion rate, managing 100+ deals on average.
- Most timely & consistent turnaround time (on avg. > 10 business days) & had a 93% deal completion rate.
- Negotiated a new contract with a vendor, upgrading the outdated hosting environment, and enabling designers to deliver modern and responsive websites to clients.

## CONTACT

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## EDUCATION

Aug 2004 - Dec 2009

B.A. Media Arts, Graphic Design

**ROBERT MORRIS UNIVERSITY**

## TOOLS

- |                 |                    |
|-----------------|--------------------|
| ▪ Mac OS        | ▪ Hubspot          |
| ▪ Acrobat       | ▪ Hootsuite        |
| ▪ Photoshop     | ▪ Later            |
| ▪ Illustrator   | ▪ Adobe Express    |
| ▪ InDesign      | ▪ Canva            |
| ▪ XD            | ▪ Mailchimp        |
| ▪ After Effects | ▪ Brevo            |
| ▪ Figma         | ▪ Flodesk          |
| ▪ Wordpress     | ▪ Google Ecosystem |
| ▪ Webflow       | ▪ Microsoft Office |
| ▪ Squarespace   | ▪ Trello           |
| ▪ Shopify       | ▪ Asana            |
| ▪ Klaviyo       | ▪ Notion           |
| ▪ Procreate     |                    |

## SKILLS

- |                                      |                       |
|--------------------------------------|-----------------------|
| ▪ Photography                        | ▪ Trade show Graphics |
| ▪ Branding & Brand Activation        | ▪ Email Marketing     |
| ▪ Logo / Identity System Design      | ▪ Wireframing         |
| ▪ Front End Development / E-commerce | ▪ Presentation Design |
| ▪ Social Media Strategy & Management | ▪ Large Format        |
| ▪ Print Production                   | ▪ Packaging Design    |
|                                      | ▪ Color Theory        |
|                                      | ▪ Page Layout         |
|                                      | ▪ Hand Lettering      |

## TRAITS

- Meticulous attention to detail
- Goal-oriented and results-driven
- Self-motivated with the ability to prioritize
- Excellent communication skills to articulate creative concepts and strategy