

## Profile

Graphic Designer & Illustrator-turned-UI/UX Designer with experience in logo & branding design, website design, forecasting aesthetic trends, user empathy & critical thinking. Looking to apply my skills and attention to detail into designing digital products that are stylish, fun and easy to use.

## Education

### UI Design Course, Career Foundry

Intensive project-based UI Design training program with a focus on the UX design process, mobile app design for iOS and Android, responsive web design, and front-end development.

March 2020 - December 2020

## Skills

Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Lightroom, InVision, Icon Design, Responsive Web Design, Rapid Prototyping, Wireframes, Photo Editing, Typography, Hand Lettering, Illustration.

## Project Highlights

UI/UX Design, market research, concepting, logo & branding [LINK]  
UI/UX Design market research, concepting, logo & branding [LINK]  
Market research, art direction, logo & branding [LINK]  
Logo & branding, website design, art direction, illustration [LINK]

## Work Experience

### Art Direction, Logo & Branding, Web Design, Illustration at Little Arrow

Little Arrow is a lifestyle brand founded by Brianna. Her focus was to create an environment that felt inspirational for women. She designed her product line and has been featured in OK! Magazine, A Beautiful Mess, Apartment Therapy and Refinery29. Her line has been sold at over 300 shops nationwide.

- Designed the branding and hand-lettered the logo.
- Designed the ecommerce website and worked with developers to code it.
- Designed the products and worked with factories to mass produce.
- Designed the product packaging.

January 2013 - Present

### Freelance Graphic Design, Logo & Branding, Web Design, Wedding Stationery

Collaborated with small and medium-sized local businesses on their branding and websites. Clients included Ninkasi Brewing and The Sassy Cupcake. Worked with over 200 brides nationwide on their wedding invitations and day-of signage, menus and other printed décor.

- Designed branding and logo packages.
- Designed websites and built using Squarespace.
- Designed product packaging and marketing materials.

*Continued on next page*

## Work Experience (Cont.)

- Designed ready-made and completely custom wedding invitation suites including hand illustrated maps, hand lettered names, monograms and other artistic elements.
  - Prepared files for letterpress, risograph, offset and digital printing.
- January 2013 - Present

### **Art Direction, Graphic Design, Illustration** at PhotoTidings

PhotoTidings was a photo greeting card company that created templates designed by their in-house art department and sold to photo centers nationwide. Clients included WalMart, Costco, Eckerd and Walgreens.

- Redesigned the PhotoTidings logo.
- Assisted in the website redesign.
- Sketched concepts and thumbnails of art and provided to the design team.
- Designed and illustrated art for greeting cards.
- Managed a team of Graphic Designers.
- Project management & client presentation.

August 2000 - November 2012

## Publications

Brit.co

Creative Power Sisters Prove Entrepreneurship Runs in the Family

<https://bit.ly/33llh9K>