

BRANDI REYNOLDS

LEAD GRAPHIC DESIGNER

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ABOUT ME

Motivated problem-solver with organizational skills, strong work ethic, communication and people skills. Recognized by creative director for the ability to communicate and solve problems effectively and while on tight timelines as well as strong ability to prioritize projects.

PRO SKILL

Adobe Creative Suite



Microsoft Office



Wordpress/HTML



Mailchimp



BigCommerce



Mac & PC Platforms



Collaborative



Project Management



EDUCATION

La Roche University
Bachelor's in Graphic Design
from 2013-2017

La Roche is one of only two colleges in the Pittsburgh area to be fully accredited by the National Association of Schools of Art & Design (NASAD).

WORK EXPERIENCE

Lead Graphic Designer

2020-Present

SLAM Marketing + Media

This is a full service agency with a focus on branding and marketing designs. Worked with clients from Discovery Family Channel to non-profits like Scott J. Beigel Memorial Fund to manage brands, support events and maintain creative for all marketing areas. This position requires strong organizational skills, communication and time management.

- Branding Design for multiple clients including logo design, website design as well as all materials associated with that such as the brand guidelines.
- Supported all clients with creative for various marketing materials and social media campaigns.
- Learned to work on new platforms such as BigCommerce and DonorPerfect to fully support the client's needs.

Marketing Graphic Designer

2017-2019

AccuWeather

Creative for the marketing department. Worked with advertising sales team to create ads for all their clients(current and future). This position required collaboration, presentation of designs as well as the ability to research.

- Aided with the brand refresh and creative for on-boarding with the 2019 corporate brand refresh.
- Worked on photo editing, advertisements, logo designs as well as creative for all marketing materials.
- The company held an event during Ad Week in NY which allowed our team to design a full scale event ending with a 3 room party depicting storms, sun and rain allowing for a fully immersive experience.

Design Intern

2016-2017

Spark Signs and Graphics

At Spark Signs and Graphics, the sole focus is creating signs that move business' forward. They create interior and exterior signs as well as wall graphics, vehicle wraps and different tradeshow materials. The design intern position was responsible for creating sign layouts for clients and assist with installs.

- This position allowed the exploration of a new way to apply graphic design skills in a real life setting.

TECHNICAL SKILLS

Branding Design



Logo Design



Corporate Branding



Typesetting and Layout



Marketing Design



Publication Design

