

LUNAROSE

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Art Director with over 12 years of experience in Graphic Design and 2+ years of experience managing creative teams. Strong background in marketing, illustration, typography, and merchandise design. Known for efficiency, creativity, project management, attention to detail, and supportive nature. Skilled in leading design teams and managing multiple projects simultaneously. Adept at collaborating with clients, colleagues, and vendors to create innovative and impactful visual solutions. Passionate about pushing creative boundaries and delivering exceptional design work.

NAME

Brittany Smith

PHONE

Available Upon Request

E-MAIL

Available Upon Request

PORTFOLIO

lunarosecreative.com

LOCATION

California

SKILLS

HARD SKILLS

Adobe CC | Illustrator | Photoshop
InDesign | Acrobat | Procreate
Digital Illustration | Copy writing
Typography | Drone Operation
Photography | Word | OneDrive
Sharepoint | Google Drive | Hubspot
Social Media | Monday.com

SOFT SKILLS

Project Management | Creativity
Critical Thinking | Collaboration
Communication | Leadership
Organization | Flexibility
Time-management | Innovation
Detail Oriented | Mentoring

EDUCATION

SCHOOL OF VISUAL ARTS NEW YORK, NY

BACHELORS OF FINE ARTS
GRAPHIC DESIGN & ADVERTISING
2006 - 2010 | 3.8 GPA

REFERENCES

Available Upon Request.

EXPERIENCE

INFINITY ENERGY, INC. | ROCKLIN, CA

ART DIRECTOR: May 2022 — Aug 2023

SENIOR MARKETING DESIGNER: Nov 2019 — May 2022

- Took initiative to streamline the marketing department's project management, which bridged communication gaps across various departments and eliminated projects falling through the cracks. This resulted in realistic deadlines, reduced turnaround times, and seamless work flow between in-office and remote team members.
- Fostered a collaborative environment where constructive feedback was valued between all positions and used to refine ideas by engaging in brainstorming sessions and critiques. This approach led to a supportive work environment, where all team members were excited to learn from each other.
- Spearheaded the creation of comprehensive sales support materials, including co-branding guides, informational sales booklets, educational one sheets, social media templates, and more. These resources equipped dealers with the knowledge needed to effectively sell products and services, while also creating a trusted relationship between Infinity Energy and their customers.
- Developed a diverse range of merchandise to be used company-wide for employee appreciation, competitions, events, and the company store. Partnered with vendors to ensure the seamless production and distribution of merchandise while keeping costs down without sacrificing quality. Employees were always excited for new drops and sported their custom merchandise around the office daily.
- Produced a wide range of event collateral and swag for conferences and community outreach events that served as impactful tools for conveying information and engaging attendees. Demonstrated flexibility by adapting materials on the fly to reflect updates and last-minute changes.

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EXPERIENCE CONTINUED

ADVANTAGE BIZ MARKETING | ROCKAWAY, NJ

SENIOR GRAPHIC DESIGNER: Oct 2018 — June 2019

- As the company's sole graphic designer, developed projects from concept to completion in an efficient and professional manner, increasing the value of our clients' marketing dollars.

NICKLAUS MARKETING | MORRISTOWN, NJ

SENIOR GRAPHIC DESIGNER: July 2018 — Oct 2018

- Managed the design team, organized projects, distributed tasks, and conveyed art direction for a broad range of clients.

FREELANCE GRAPHIC DESIGN | NEW JERSEY

March 2017 — July 2018

- Created bold, unique and quality designs for clients all over the world who possessed a desire to stand out from the crowd in a variety of industries.

PANGEA RARITIES | RIDGEWOOD, NJ

GRAPHIC DESIGNER: Oct 2015 — March 2017

- Executed a complete brand overhaul to accurately represent the services and goals of the business and increase brand awareness.
- Established new business accounts via local and online marketing.

SCHOOL OF ROCK | CHICAGO, IL

GRAPHIC DESIGNER: March 2011 — July 2015

- Expanded a previously small style guide into a cohesive and recognizable brand that aided in the rapid expansion of the company. Produced branding and campaign designs for dozens of new program launches, resulting in increased student retention and new enrollment.

INTERESTS



Gaming



Drawing



Photography



Bike Riding



Cats



Dogs



Stargazing



Nature



Collectibles



DnD



Tea



Concerts