

# Brittany Coleman

Senior Graphic Designer

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## Branding Designer | 10+ Years Creating Strategic, User-Centered Design Solutions

Designer with 10+ years of experience building brands, campaigns, and marketing materials across tech, gaming, education, and software. Skilled in turning complex ideas into clear, engaging visuals that connect with diverse audiences.

## PROFESSIONAL EXPERIENCE

### Designer

August 2023 – Present

ICR, Inc. • Denver, CO

- Directs comprehensive branding development processes and design systems, creating 15+ unique projects such as logos and digital/print materials that contribute to three new revenue streams while enhancing overall market visibility.
- Facilitate discussions among stakeholders from marketing, product development, and compliance teams; produce actionable insights resulting in three key improvements that addressed major inconsistencies in branding efforts.
- Spearheaded the development of a cohesive brand identity across six product lines, resulting in increased recognition and engagement that led to obtaining two new contracts.
- Modernized legacy designs according to compliance regulations and accessibility standards, guaranteeing that 100% of the products are accessible and compliant for all customer groups.

### Senior LiveOps Artist — Contract

June 2024 – November 2024

Warner Bros Games | Player First Games • Remote

- Imported, posed, and lit 3D character models using Unreal Engine and Maya to achieve visually impactful results.
- Rendered high-quality 3D character models in Marmoset to support marketing and production deliverables.
- Coordinated directly with the art director on visual asset presentation, enhancing workflow efficiency by creating templates that reduced time spent on revisions from three days to just one day per project cycle.
- Played a key role in shaping and evolving the visual style of the MultiVersus store brand, setting standards that guided design consistency across global marketing assets.

### Graphic Designer

March 2022 – May 2023

Sonatype • Remote

- Collaborated seamlessly with marketing and Developer Relations teams to produce 50+ visual assets that directly supported strategic initiatives, enhancing brand alignment and contributing to an increase in user engagement across platforms.
- Developed and managed over 60 distinct media assets, including print materials and UI/UX interfaces; executed rigorous quality checks to ensure all deliverables met brand standards, enhancing visual impact across diverse platforms.
- Produced over 30 unique visual graphics for social media platforms based on brand guidelines; increased engagement metrics by fostering higher interaction rates with followers during targeted advertising efforts.
- Developed interactive displays incorporating compelling visual storytelling elements specifically for diverse audiences at four multinational trade shows.
- Drove the strategic overhaul of branding elements for the ADDO conference; facilitated user feedback sessions that identified top design preferences leading to improved overall satisfaction ratings among attendees by significant margins.

## EDUCATION

### Google Certificate

UI/UX Certificate

### Northern Arizona University

Bachelor of Science – Advertising

### Northern Arizona University

Bachelor of Arts – Graphic Design

## SKILLS & OTHER

**Technical Skills:** Branding, Marketing, Illustration, Motion Design, Presentation Design, Visual Identity, Wireframing & Prototyping, Usability Studies, User Research, Accessibility (WCAG)

**Tools:** Adobe Creative Suite, Canva, Figma, Google Slides, Powerpoint, Maya, Unreal, Marmoset