



www.brittanycoleman.design
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Denver, CO

graphic designer

EDUCATION

UX Design Certificate

December 2023 - May 2024
Online

Northern Arizona University

BFA Graphic Design
September 2009 - May 2012
Northern Arizona University

Northern Arizona University

BS Advertising
September 2009 - May 2012
Northern Arizona University

SKILLS

Technical Skills:

- Logo Design
- Sketching
- Branding
- Visual Identity
- Wireframing
- Prototyping
- Usability Studies
- User Research
- Presentation Design
- Motion Design

Industry Knowledge:

- Corporate Design
- Visual Communication
- Marketing
- Branding

Tools and Software:

- Adobe Creative Suite
(Photoshop, Illustrator, InDesign, After Effects, Adobe XD)
- Canva
- Figma
- Google Slides/Powerpoint
- Wordpress
- Unreal Engine
- Maya

PROFESSIONAL EXPERIENCE

Graphic Designer ICR, Inc. • August 2023 - present

- Direct comprehensive branding development processes, 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 - Remote (Contract) Player First Games | Warner Bro Games Multiversus • June 2024 - November 2024

- 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.

Graphic Designer Sonatype • March 2022 - May 2023

- 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.