

Brittany Coleman

Senior Brand & Visual Designer

Brand Systems • Campaign Design • Experiential & Event Branding

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Brand and visual designer with 10+ years of experience creating visual identities, marketing campaigns, and promotional assets for technology, gaming, and education companies. Work spans brand systems, campaign design, and product marketing across digital, print, and interactive platforms.

Portfolio highlights: Brand identity systems, experiential marketing, and campaign design including Sonatype conference branding and *MultiVersus* store assets.

PROFESSIONAL EXPERIENCE

Senior Designer

August 2023 – Present

ICR, Inc. • Denver, CO

- Directed branding and visual identity development across six product lines, producing 15+ brand and campaign assets including pitch presentations and proposal graphics that helped secure three new client contracts.
- Developed a shared brand identity system used across marketing and product materials, improving consistency and supporting two newly secured contracts.
- Audited brand usage across teams and introduced three improvements to brand standards and asset workflows in partnership with marketing, product, and compliance teams.
- Updated legacy design assets to meet WCAG accessibility standards while improving consistency across current marketing materials.

Senior LiveOps Artist — Contract

June 2024 – November 2024

Warner Bro Games | Player First Games • Remote

- Produced 20+ promotional assets for the MultiVersus in-game store, supporting live service updates and seasonal releases.
- Imported, posed, and lit character models using Unreal Engine and Maya to create store and marketing visuals.
- Developed reusable templates for store promotional assets, reducing revision cycles from three days to one day.

Graphic Designer

March 2022 – May 2023

Sonatype • Remote

- Produced and managed 60+ visual assets including marketing collateral, presentations, social media graphics, and UI visuals in collaboration with Marketing and Developer Relations teams for developer-focused campaigns.
- Designed booth graphics, event displays, and supporting marketing materials for four international trade shows, translating complex security topics into clear visual narratives.
- Designed an interactive origami spaceship takeaway for Sonatype conference events, translating the company's rebrand into a foldable desk artifact containing key product information for developers.
- Led the visual redesign for the ADDO Conference, incorporating attendee feedback into updated event branding and materials.

EDUCATION

Google Certificate

UI/UX Certificate

Northern Arizona University

Bachelor of Science — Advertising

Northern Arizona University

Bachelor of Arts — Graphic Design

SKILLS & OTHER

Tools: Adobe Creative Suite • Figma • Unreal Engine • Maya • Marmoset • Google Slides • PowerPoint

Brand & Marketing Design: Brand Identity • Brand Systems • Campaign Design • Marketing Collateral • Social Media Graphics • Illustration • Motion Graphics • Presentation Design

Product & UX Collaboration: Wireframing • Prototyping • Usability Testing • Accessibility (WCAG)