

# brittany coleman

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## profile

Dedicated creative professional well-versed in creating, designing, and managing different social media campaigns and market strategies. Offers a unique, whimsical aesthetic, design expertise, content creation, and technical savvy using a broad range of creative techniques to tell “visual stories” that engage and build long-lasting relationships with audiences.

## education

**BFA Visual Communication**  
Emphasis in Graphic Design

**BS Advertising**

## skills

Adobe Creative Suite Expert  
Microsoft Office Suite  
Figma  
Brand Strategies  
Illustration  
Merchandising  
Marketing Collateral  
Copy Editing  
Multi-Media Design  
Print and Electronic Media  
Project Management  
Strategic Planning  
Advertising  
New Customer Acquisition  
Brand Development  
E-mail Marketing  
Vendor Relations  
Direct Marketing Campaigns  
Professional Voice Over  
Direct Instruction  
Articulate Public Speaker

## experience

### Graphic Designer

Sonatype • March 2022 - May 2023

Designer for both the marketing and Developer Relations team responsible for a broad range of media including flyers (both digital and print), merchandise (including t-shirts, stickers, and other media), social media images, PowerPoint presentations, and event designs.

- Created new and interesting handouts for events including an interactive flyer that folded into an origami spaceship to emphasize new branding.
- Designer in charge of maintaining and creating new assets for State of the Software Supply Chain timeline.
- Transformed the 8th Annual State of the Software Supply Chain report webpage into a dynamic PDF.
- Designed large booths and assets for multi-national events.
- Helped re-brand ADDO and Swarm Conferences.

### Graphic Artist

FUSION Constructive • March 2019 - 2022

Sole graphic designer responsible for a broad range of digital media including UI/UX design elements, branded collateral, conceptual landscapes, and any other miscellaneous graphical needs.

- Worked on the beginning of a style guide for FUSION to create cohesive branding to be used across different platforms.
- Create concepts and visualizations of platform capabilities for design, future concepts, and proposals.
- Create and manage website and social media channels.

### Graphic Designer

Spohn DBA Pinballz • Aug 2018 - March 2019

Develop, design, manage, and execute graphic design, social media needs, and marketing plans to attract new customers while retaining current players for three locations, all with vastly different clientele and needs.

### Graphic and Multi-Media Designer

StrongMind • Oct 2014 - Apr 2018

Developed a broad range of digital media to aide and engage students in learning for Primavera and other online high schools. Worked closely with curriculum developers, engineers, designers, animators, and videographers to help plan and deliver assets for animations and video. Also designed infographics, course themes, and other graphics.

### Graphic and Web Designer

Kahala Management • Oct 2012 - Oct 2014

Developed varying digital and traditional marketing collateral for the franchising company, from posters and packaging to websites and email blasts. Served numerous clients, including such companies as Blimpie and Cold Stone Creamery.