

brittany coleman

graphic designer • illustrator

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profile

Dedicated creative professional offering design expertise, content creation, a unique aesthetic, and technical savvy. Passionate about 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*

Northern Arizona University • 2012

BS Advertising

Northern Arizona University • 2012

skills

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

experience

○ **Graphic Artist**

FUSION Constructive • March 2019 - Present

Sole graphic designer responsible for a broad range of digital media including UI/UX design elements, 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.
- Efficiently react to tight deadlines while balancing multiple projects.
- Provide art direction and design for various contractors.
- Design a multitude of branded collateral including the employment handbook, letterhead, business cards, and various other materials.

○ **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.

- Designed and implemented a style guide for Pinballz to create cohesive branding to be used in the arcades and across different platforms.
- Coordinated and designed social media posts which increased engagement.
- Provided art direction and design for various advertisers and media.

○ **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, other designers, animators, and videographers to help plan and deliver assets for animations and video. Also designed infographics, course themes, and other graphics.

- Lead designer on the “Novo” graphic novel and laid out type for the award winning “Citizen” graphic novel.
- Worked on multiple projects that won a total of 30 Telly Awards and 6 Regional Emmy Awards.
- Appeared in multiple direct instruction videos and voice overs for course intros, and commercials.

○ **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.

- Designed 12 national campaigns within the first year and a half in the role, with designs that were built into different platforms and distributed throughout the nation in Kahala’s franchised stores.
- Honored with having design selected for the high profile 20th Anniversary logo for Samurai Sam’s Teriyaki Grill.
- Served as the sole designer for Epiphany Chocolates, a separate Kahala venture, providing marketing and branding materials to increase their online and customer presence.