BRIANA INGRUM

PROFESSIONAL SUMMARY

. Creative Graphic Designer with talent for developing unique custom artwork. Innovative approach to ideas and concept development. Offering 4 years of expertise overseeing individual projects and brand development.

WORK HISTORY

Graphic Designer, 03/2023 to Current
Ideal Institute of Technology

- Established over 80 social media posts to promote company's social enterprises on Instagram and Facebook.
- Creating email newsletter designs for 5000 subscribers, resulting in open click rate of 30%.
- Design eye-catching marketing materials for print, including flyers, brochures, banners, and menus, catering to both clients and in-house requirements.

Freelance Graphic Designer, 09/2019 to 01/2023
Self Employed - Egg Harbor City, NJ

- Used Illustrator, Procreate, and Photoshop to developed creative design for art prints, business cards, and logos.
- Established online Etsy shop to sell digital illustrations as products.
- Designed custom illustration for Romwe, generating $300 in sales.

Junior UX Designer, 02/2022 to 07/2022
Ask Media Group - Oakland, CA

- Presented UX designs and solutions to senior staff, evangelizing for user-centric design decisions.
- Participated in design review meetings to brainstorm new UX developments through collaborative thinking.
- Enhanced company's visual designs with original icons, logos, illustrations, and marketing materials
- Translated user research insights into UX Design deliverables, such as user stories, experience maps, user flows, site maps, sketches, wireframes, and final UI prototypes.

Visual Design Intern, 11/2021 to 02/2022
Indie - Remote

- Developed brand identity and redesigned company's web and mobile site, resulting in increased sign-up rates by 10%.

CONTACT

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SKILLS

- Branding
- Logo design
- Visual Design
- User Research
- Print design
- Prototyping
- Wireframing
- User Testing
- Collaboration
- Communication
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Creative Suite
- Figma

- Ensured consistent look and visual theme across website by promoting uniform fonts, formatting, images, and layout.
- Designed low-fidelity wireframes to strategically implement images, color theory, typography, and new style guide, improving overall visual design.

EDUCATION

Bachelor of Science, Marketing, 05/2018
Stockton University - Galloway, NJ

CERTIFICATIONS

- UI intensive Design Course , careerfoundry - 2021