

BRIANA BOITANO- WILLIAMS

ux designer
graphic designer



Salt Lake City, UT



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education

- **BFA, MINOR IN BUSINESS**
George Mason University
 - Earned a Bachelor's degree in Art & Visual Technology
- **UX DESIGN CERTIFICATION**
Coursera (Google)
 - Completed in May 2023
- **DIGITAL MARKETING CERT.**
General Assembly (Online)
 - Completed in December 2020

skills

ADOBE CREATIVE SUITE



FIGMA



DIGITAL MARKETING



SOCIAL MEDIA MARKETING



MICROSOFT SUITE



GIF ANIMATION



work experience

- **BEANSTACK | FREELANCE DESIGNER** | 01.2023 - CURRENT
 - Design vector illustrations and other collateral for marketing team
 - Program focus on Figma, Adobe Illustrator, and Adobe Indesign
- **HOMESNAP | UX DESIGNER** | 02.2022 - 01.2023
 - Designed marketing emails, brochures, powerpoint presentations, gif assets, social media assets, and paid media ads for Homesnap, as well as sub-brands
 - Created signage and different marketing collateral for company events
 - Assisted in UX/UI projects along with user focused discussion for products
- **KERI SHULL TEAM | SR. GRAPHIC DESIGNER** | 04.2021 - 02.2022
 - Created all social, print materials, & digital marketing designs for 4 brands
 - Directly managed junior graphic designer
 - Created wireframes for website design & created click funnel landing pages
 - Created & implemented brand visual guidelines for 3 separate brands
 - Designed email templates for email marketing campaigns
- **LINDY BOWMAN CO | GRAPHIC DESIGNER** | 02.2019 - 04.2021
 - Made custom designed artwork for gift bags, boxes & other gift related items
 - Traveled with owner to meetings with clients to help guide the design process
 - Mainly worked in Adobe Photoshop, Illustrator, and Microsoft Excel
- **PASTRYSTAR | DESIGN & MARKETING COORD.** | 09.2017 - 02.2019
 - Ran multiple email marketing campaigns through MailChimp
 - Increased engagement and managed all social media profiles
 - Created all marketing material for the company (product catalogues, signage designs, business collateral, social graphics, and edits to the Wordpress site)
 - Created/rebranded all package designs/labels from the label layout to the product photos included on the label, website, and catalogue
 - Gathered customer research/collected emails through Google surveys
- **SIGNS BY TOMORROW | DESIGNER** | 09.2016 - 07.2017
 - Designed custom signage for clients
 - Handled account management with individual clients
 - Facilitated client engagement and logistics management
 - Improved my skills in print design and production
 - Performed administrative work on top of design duties

references

- **CARISA SUMTER** | Homesnap Employer 301.275.2415
- **LOU MINTZER** | Homesnap Employer 703.304.4433
- **DANIELLE SKOWRONEK** | KST Employer 484.213.1586
- **ELLEN BIRCKNER** | Lindy Bowman Employer 443.804.1588
- **ANTON PICOU** | PastryStar Employer 646.945.5681