

Briar Anderson

BRAND DESIGNER + CONTENT CREATOR



CAMAS, WASHINGTON



(360) 726 - 1730



BRIARTANDERSON@GMAIL.COM



WWW.BRIARTATEANDERSON.COM

EDUCATION

Washington State University Vancouver

3.87 GPA

Graduated May 2019, Magna Cum
Laude

- Bachelor of Arts in Digital Technology & Culture from Creative Media & Digital Culture program
- Specialization in Multimedia Design

SKILLS

- Adobe Creative Suite
- Microsoft Office
- Google Drive
- WordPress
- Team collaboration software
- Email campaign automation software
- Social media
- HTML and CSS
- Macintosh and Microsoft softwares

- Written and verbal communication
- Collaborative and independent work
- Self-starter
- Quick, hands-on learner
- Organizer and planner
- Adaptability and open-mindedness
- Attention to detail
- Ability to balance multiple projects

EXPERTISE

Visual branding

Developing design assets for brands with a ground-up approach

- Moodboards
- Logo
- Color palette
- Typography
- Pattern and illustration
- Iconography

Content creation

Creating various media for use on social media, collateral, and web

- Copywriting for print collateral and web
- Photo editing
- Video production
- Advertisement and other media creation for social media
- Copywriting for print collateral and web

Web + print layout

Approaching layout with simplicity for print and web

- Website design and layout
- Editorial design and layout
- App and web UX and UI design

PROFESSIONAL EXPERIENCE

Marketing Coordinator

Innovative Services NW; Vancouver, WA

March 2019 - Present

- Completing top to bottom visual style guide; structuring, reviving, and creating approachable visual brand experience
- Creating, designing, copywriting, and maintaining collateral materials including brochures, flyers, reports, presentations
- Preparing digital content, managing social media and website
- Interviewing, photographing, and writing client impact stories

PROJECTS

HistoricRoutes: A Tour of Historic Downtown Vancouver

www.historicroutes.org

January 2019 - May 2019

An app that guides visitors of Vancouver, WA through 12 historic sites

- Participated as member of Design Team for mobile app
- Conceptualized and collaborated with team to develop color palette, typography, style guide, and overall art direction
- Created icons for navigation and designed data cards for each site

References and letters of recommendation available upon request.