


# Briar Fairclough

BRAND DESIGNER + CONTENT CREATOR

I am a lifelong artist + creator with a passion for branding, aesthetics, and creating visual experiences.

 BRIARTANDERSON@GMAIL.COM

 BRIARTATEANDERSON.COM

 (360) 726 1730

 VANCOUVER, WA

01.

## Expertise

Graphic design  
Branding  
Moodboarding  
Logo development  
Color palette development  
Typography  
Pattern + illustration  
Iconography  
Copywriting  
Photo + video editing

02.

## Skills

Adobe Creative Suite  
Microsoft Office Suite  
Google Drive Suite  
WordPress  
Trello + Asana  
Wix  
Mailchimp  
Social Media  
HTML + CSS

Written + verbal communication  
Collaboration + independent work  
Self-starting  
Quick, hands-on learning  
Organization + planning  
Adaptability + openmindedness  
Ability to balance workloads

03.

## Quick Facts

### Myers Brigg Type

ISTJ-T - Logistician  
Introverted / Observant / Thinking / Judging / Turbulent

### CliftonStrengths

Empathy / Arranger / Adaptability / Individualization / Achiever

04.

## Education

AUGUST 2017 - MAY 2019

### Bachelor of Arts, Digital Technology & Culture, Washington State University Vancouver

3.87 GPA, Magna Cum Laude  
Creative Media & Digital Culture Program  
Specialization in Multimedia Design

SEPTEMBER 2015 - JUNE 2017

### Associate of Arts, Clark College

3.67 GPA, Vice President's List & Honor Roll

05.

## Professional Experience

MARCH 2020 - PRESENT

### Graphic Designer

GTMA / Vancouver, WA

Member of Branding division. Developing logos and brand direction for clients in a variety of markets. Creating digital and print marketing assets including collateral, social media ads, and web designs. Designing assets for GTMA brand including blog headers, presentations, social content, and other media. Reporting to Chief Creative Officer + Co-Founder.

MARCH 2020

(LAID OFF SHORTLY AFTER HIRE DURING COVID-19)

### Graphic Designer

Avanti Destinations / Portland, OR

Designed branded assets for advertisements and internal use. Collaborated with Marketing team to create visuals promoting new travel packages. Reported to Creative Supervisor.

MARCH 2019 - FEBRUARY 2020

### Marketing Coordinator

Innovative Services NW / Vancouver, WA

Developed and implemented new branding across organization. Maintained marketing materials, social media channels, internal + external newsletters, and website. Generated content focused on client impact. Assisted with event planning + promotion. Reported to Vice President of Operations.