




Briar Fairclough

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 briartateanderson.com

 (360) 726 - 1730

 Camas, Washington

Graphic Designer &
Branding Specialist

About

I am a lifelong artist and creative with a passion for cultivating brand experiences. I thrive in all sides of the branding and design processes including logo development, brand development, collateral design, web design, and social media design.

Expertise

Graphic Design
Logo Development
Mood Boarding
Brand Identity Development
Brand Naming
Collateral Design
Brand Messaging
Copywriting
UX/UI Design

Skills

Adobe Creative Suite
Google Workspace
Microsoft Office Suite
Hubspot
WordPress
Wix
Squarespace
MailChimp
Social Media

Reliable
Strong communicator
Collaborator
Self-starter
Hands-on learner
Multitasker
Organizer
Adaptable

Quick Facts

Clifton Strengths

Empathy / Arranger / Adaptability
/ Individualization / Achiever

Myers Brigg Type

ISFJ-T - Defender

Enneagram Type

9w1 - The Negotiator

Education

2017 - 2019

Washington State University Vancouver

Bachelor of Arts, Digital Technology & Culture; Creative Media & Digital Culture Program, with specialization in Multimedia Design.

2015 - 2017

Clark College

Associate of Arts; Running Start Program.

Professional Experience

GTMA | Vancouver, WA

March 2020 - Present

Lead Graphic Designer

November 2021 - Present

- Created 10 unique brand identities for clients; created or updated 10 logos for clients.
- Managing all branding projects at GTMA including logo design, brand identity design, naming, and collateral design.
- Collaborating with other designers on the branding process and presenting concepts to clients.
- Working within the GTMA brand to create presentations, blog graphics, and other branded assets.

Graphic Designer

March 2020 - November 2021

- Collaborated with other designers through all phases of branding process including naming, logo design, and brand guideline development.
- Created print collateral for clients including business cards, brochures, direct mailers, and flyers.
- Designed GTMA-branded content for social media, blogs, and presentations.
- Collaborated on complete company rebrand including new logo, color palette, art direction, type system, illustration and iconography system. Applied new branding to materials such as letterhead, business cards, thank you cards, and social media profiles.
- Produced branded content for clients including social headers, Instagram stories, and display ads.
- Assisted with UX/UI design on both client websites and the GTMA website.

Avanti Destinations | Portland, OR

March 2020 (laid off shortly after hire during the COVID-19 pandemic)

Graphic Designer

- Designed branded digital graphics including web banners ads and newsletter graphics promoting travel packages.
- Collaborated with other designers on design and layout of booklet promoting newest travel destination.

Innovative Services NW | Vancouver, WA

March 2019 - February 2020

Marketing Coordinator

- Completed rebrand of organization including color palette, type system, and supporting graphics, and applied branding across collateral including brochures, business cards, wayfinding, presentation boards, postcards, and digital graphics.
- Designed, printed, distributed, and maintained all print collateral.
- Managed and designed assets for social media channels, website, and blog.
- Collaborated with corporate team on marketing efforts including event promotion, photography in programs, and writing client impact stories.