

# BRIANA YEWELL

## GRAPHIC DESIGNER - JR. PRODUCTION ARTIST

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briyewell@gmail.com | [www.dreamingofbri.com](http://www.dreamingofbri.com)

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Award-winning, versatile and goal-driven graphic designer with talent for developing unique custom artwork. Well-versed in generating innovative ideas and concepts. Clear communicator and collaborative team player with an eye for detail and skilled in desktop publishing tools and graphic design software with a positive demeanor and strong commitment to company, clients, and team.

### AREA OF EXPERTISE

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Typography	Print design	Print layout	Vector tracing	Adobe Certified Associate:
Photo editing	Color theory	Branding	Photography	Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

### EDUCATION

#### Bachelor of Science in Graphic Design

**AUG 2018 - APR 2022**

*Magna Cum Laude*

### PROFESSIONAL EXPERIENCE

#### Contract Graphic Designer, Stetson University Athletics

**AUG 2024 - Present**

- Design and produce engaging graphics for websites, social media, email campaigns, and print materials.
- Collaborate with cross-functional teams to understand project goals and deliver design solutions that meet client needs.
- Develop branding materials, including posters, banners, business cards, and promotional items.
- Create and maintain design templates to ensure consistency across all platforms.

#### Junior Production Artist, The Refinery

**JUN 2022 - SEPT 2023**

- Developed advanced proficiency in Adobe Photoshop and print production processes; intermediate skills in InDesign, Illustrator, and Keynote.
- Applied client and printer specifications, including font usage and stock assets, to create master templates and comp/finishing cover sheets and designed project-specific comp and finishing templates based on input from Account Executives and existing master templates.
- Assisted in preparing approved artwork for standard digital layout formats and maintained up-to-date knowledge of brand standards and delivery expectations for individual clients.
- Contributed to the creation of record sets, presentation materials (PDFs, Slides, Keynote) and organized archives and collaborated effectively with Art Direction, Account, and Finishing teams.

#### Graphic Designer, FAMU Office of University Assessment

**JAN 2021 - MAY 2022**

- Designed all graphics and writing content layout for the entire office.
- Developed, designed, laid out and produced variety of technical illustrations for infographics, newsletters, programs and documents.
- Prepared and edited reports, presentations and articles using MS Word and PowerPoint.
- Edited data collection forms, created questionnaires and generated digital image files for use in digital and traditional printing.

### HONORS & AWARDS

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- **AMERICAN ADVERTISING FEDERATION (ADDYs)**
    - Poster Campaign - **GOLD**
    - Magazine Advertising, Printed Annual Brochure - **SILVER**
  - **GERTRUDE SIMMONS AWARDS:** Excellence in Design
  - The FAMUAN Layout Editor, Journey Magazine Art Director, Jewels, Inc. PR Chair, Volunteer, Mentor