

BRIANA YEWELL

Graphic Designer - Production Artist

📍 South Florida

✉️ briyewell@gmail.com

🌐 www.dreamingofbri.com

PROFILE

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. Positive demeanor and commitment to company, clients, and team.

EXPERIENCE

Contractor - 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.
- Stay updated on industry trends, tools, and techniques to continuously enhance design quality.

Junior Production Artist

The Refinery

JUNE 2022 - SEPT 2023

- Applied delivery specs, font usage and stock houses provided by clients/printers to set up master templates and cover sheet for comp and finishing.
- Laid out project specific comp and finishing templates using information from Account Executives and template masters.
- Applied billing block requirements and formats as well as masks to assist Art Directors.
- Assisted with breakouts of approved artwork for standard digital layouts.
- Understood and applied typographical best practices, (i.e., kerning and leading).
- Developed solid knowledge of specific brand standards for individual clients and remaining current with templates and delivery expectations.
- Assisted in record sets, presentations (PDFs, Slides, Keynote), shotmaps, and folder clean up for archival process.
- Provided backup for Font ID for Art Directors (Checking If font is approved for a specific client).
- Worked collaboratively with the art directorial, account and finishing teams.
- Developed advanced knowledge of Photoshop and print production, intermediate InDesign, Illustrator and Keynote skills.

EDUCATION

2018 - 2022 | Florida A&M University

Bachelor of Science

Graphic Design

Magna Cum Laude

SKILLS

- Adobe Certified Associate
- Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- Typography
- Photo editing
- Print design
- Color theory
- Print layout
- Branding
- Vector tracing
- Strong photography background

AWARDS

AMERICAN ADVERTISING FEDERATION

American Advertising Awards (ADDYs)

GOLD

Poster Campaign

SILVER

Magazine Advertising
Printed Annual Brochure

EXPERIENCE CONT.

■ Graphic Designer/Research Assistant

FAMU Office of University Assessment

JAN 2021 - MAY 2022

- Designed new on-brand visual elements to effectively convey concepts and messaging.
- 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.
- Created and sent out mass emails using Constant Contact.
- Edited data collection forms and created questionnaires.
- Generated digital image files for use in digital and traditional printing.

■ Print Associate

Office Depot

JULY 2019 - JAN 2021

- Examined, stitched, collated and bounded product samples for defects such as imperfect bindings, ink spots and torn pages.
- Operated bindery equipment and oversaw general functionality, including adjusting guides and rollers, to avoid errors and complete efficient daily work.
- Trimmed edges of books to size using cutting machines, book trimming machines or hand cutters.
- Printed and laminated documents, posters, banners, business cards, and brochures.
- Printed and constructed yard signs, spiral and comb bound books, and mounted posters.

REFERENCES

Adam Waldman

The Refinery / CEO

Phone: (818) 761-0200

Email: adam@therefinerycreative.com

Site: <https://www.therefinerycreative.com>

Clayton Barnes

Stetson University Athletics / Assistant Director
of Marketing, Promotions, & Corporate Fulfillment

Phone: (850) 727-1279

Email: cbarnes4@stetson.edu

Site: gohatters.com

Kiwanis Burr McTier

FAMU Office of University Assessment / Director

Phone: (850)-412-5264

Email: kiwanis.burr@famu.edu

Site: <https://www.famu.edu/oua>

AWARDS CONT.

FLORIDA AGRICULTURAL AND
MECHANICAL UNIVERSITY

School of Journalism & Graphic Communication

GERTRUDE SIMMONS AWARD

Excellence in Design

GOOGLE X U.DESIGN

Logo Design Competition Winner

<https://famusjgc.com>

THE CREATIVE COALITION OF COLOR

HIP-HOP MOVIE POSTER DESIGN BATTLE

Poster Contest Winner

<https://www.creativecoalitionofcolor.org>

PUBLICATIONS

FLORIDA AGRICULTURAL AND
MECHANICAL UNIVERSITY

School of Journalism & Graphic Communication

JOURNEY MAGAZINE

Art Director

[The Women's Issue: Fall 2020](#)

[The Men's Issue: Spring 2021](#)

[Identity Crisis Issue: Fall 2021](#)

THE FAMUAN

Layout Editor

[Special E-edition: Heartbreak](#)

[Special E-edition: Women's Edition](#)