




CONTACT

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 briyewell@gmail.com

 dreamingofbri.portfolial.com

SKILLS

- Positive demeanor and commitment to company, clients, and team
- Open to constructive feedback from both the team and client
- Continuously expanding creative toolkit
- Flexible and adaptive to changing schedules and circumstances
- Willing to help out the team
- Ability to successfully multi-task
- Strong detail orientation
- Goal-oriented, reliable, quick learner
- Microsoft Office expertise
- Adobe Certified Associate
 - Well-versed in Photoshop, Illustrator, InDesign
 - Typography
 - Photo editing
 - Print design
 - Color theory
 - Layout
 - Branding
 - Vector tracing
 - Currently learning After Effects and Premiere
- Strong photography background

EDUCATION

BACHELOR OF SCIENCE IN GRAPHIC DESIGN

Florida Agricultural and Mechanical University
2018 - 2022

Briana **BY** *Yewell*

GRAPHIC DESIGNER

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.

EXPERIENCE

JUNIOR PRODUCTION ARTIST

The Refinery

2022 - 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
- 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.
- 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.

AWARDS

2022

AMERICAN ADVERTISING FEDERATION

American Advertising Awards
(ADDYs)

Gold

Poster Campaign

Silver

Magazine Advertising

Silver

Printed Annual Brochure

FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

School of Journalism &
Graphic Communication

Gertrude Simmons Award

Excellence in Design

Google & U.DESIGN

Logo Design Competition Winner

THE CREATIVE COALITION OF COLOR

Hip-Hop Movie Design
Battle

Poster Design Contest Winner

RESEARCH ASSISTANT

Florida Agricultural and Mechanical University

- Office of University Assessment

2021 - 2022

- Generated digital image files for use in digital and traditional printing.
- 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.

PRINT ASSOCIATE

Office Depot

2019 - 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.