

## PROFILE

I am looking for a position that utilizes my skills within the design field & my extensive project management experience. I am an effective communicator that recognizes the importance of meeting deadlines while also having a great passion for design. I crave a collaborative team environment that nurtures growth and creativity.

## ONGOING WORK

I have been a freelance designer via my own operation, Brandy Can Do It, since 2010.

## EDUCATION

Austin Community College  
Web/Interactive Design  
2011

Santa Monica College  
Visual Arts  
2003

## OTHER STUFF

I have served on the AIGA board for both **The Texas Show** and **Design Ranch**. I offer my services to various nonprofits through the organization **Volunteer Match**.



818 399 8258



brandycandoit.com



brandy@brandycandoit.com

# BRANDY MARTIN

## Art Director & Senior Designer

## EXPERIENCE

### Rejuvenation (a Williams Sonoma company)

June 2018 - Present

#### SENIOR DESIGNER

- Partner with the Brand Team in digital campaign concepting and execution
- Review previous email analytics to inform future creative
- Manage Creative Team's tasks and create emails (design/code), social media posts, and retargeting ads
- Translate the catalog into a digital space while collaborating with the Web Team for cohesion
- Website conversion increased by 16% in 2018 Q3/Q4 vs LY

### ILF

December 2016 - March 2018

#### ART DIRECTOR/SENIOR DESIGNER

- Engaged and inspired growth of roughly 1 million site visitors for the global consumer products company with annual revenues of ~\$60M
- Oversaw and created web sliders, emails, social media images, animated banners, and photo retouching for products and promotions
- Concepted/executed campaigns and photo shoots with Creative Director, Project Managers, and fellow Designers

### CLEARresult

February 2015 - December 2016

#### LEAD GRAPHIC DESIGNER

- Created promotional displays, various marketing materials e.g. brochures, flyers, posters, signage, environmental graphics, banner ads, and emails
- Employed color, type, illustration, photography, and various print/layout techniques based on unique brand guidelines for various clients
- Collaborated design ideas with the Art Directors, Copywriters, Account Managers, and Project Managers

### Tito's Handmade Vodka

June 2011 - February 2014

#### LEAD GRAPHIC DESIGNER

- Concepted, oversaw, and created sales, marketing, advertising, web, video, and event collateral/campaigns for a multinational brand and ensured cohesion across all mediums
- Managed photo shoots and edited all photography
- Mentored and oversaw Junior Designer

## SKILLS

Proficient in Adobe CC (e.g. Photoshop, Illustrator, InDesign, Dreamweaver), Microsoft Office, Basecamp, JIRA, Workfront, and a proven ability to learn new software quickly.