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Flint, MI

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## EDUCATION

## COLLEGE FOR CREATIVE STUDIES

DETROIT, MI  
BFA Advertising Design 2021  
Minor in Graphic Design

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## EXPERIENCE

### JUNIOR ART DIRECTOR AT FANNIE MAE

REMOTE

August 2024 - Present

- Designing and updating a wide range of marketing collateral, including print and digital.
- Developing layouts for web interfaces and banner ads, resulting in a 15% improvement in conversion rates for key campaigns.
- Ensure all projects align with creative briefs and brand standards, maintaining consistency across all materials. Streamline design processes and project timelines, cutting production time by 5%.
- Managing multiple design projects simultaneously, meeting deadlines, and delivering high-quality results.
- Collaborated closely with cross-functional teams to ensure design concepts supported marketing objectives and brand identity.

### ILLUSTRATOR / OWNER OF



[@bronwyn.psd](https://www.instagram.com/bronwyn.psd)



[bronwyn-psd.com](http://bronwyn-psd.com)



[bronwynpsd.etsy.com](https://www.etsy.com/shop/bronwynpsd)

FLINT, MI

March 2024 - Present

- I created this small business where I design, sell, and print book-related art for myself and clients/authors who commission me. I design everything you see on my site, including my logo, website, etc.
- I am solely responsible for conceptualizing and designing all of my products. My custom book covers are my biggest item. I oversee the printing, cutting, and shipping of all these materials and running the website, Etsy shop, and social media accounts.

### GRAPHIC DESIGNER AT FLINTPRINTS

FLINT, MI

March 2024 - August 2024

- Conceptualizing and designing materials for clients such as logos, flyers, business cards, yard signs, social media posts, banners, etc.
- Executing and overseeing the printing of the materials I've designed.
- Clients include: Biggby, Flint City Bucks, Michigan State University, University of Michigan, Kettering University, Habitat for Humanity, and many other small businesses local to Flint or nearby.

## **JUNIOR ART DIRECTOR AT THE MARS AGENCY**

SOUTHFIELD, MI

May 2021 - February 2024

- Directed and executed multiple projects from inception to completion, ensuring alignment with creative vision and project goals.
- Orchestrated end-to-end project lifecycle, from conceptualization to final delivery, while actively contributing creative ideas; streamlined content creation process, reducing production timeline by 30% and improving quality control measures.
- Managed a team of 12 creatives to evolve and magnify creative concepts and executions, driving a 30% improvement in brand awareness and a 20% uplift in customer acquisition.
- Oversaw the production of visually compelling art for marketing campaigns, using advanced tools and techniques; optimized visual components to align with brand guidelines, enhancing brand consistency and recognition. This includes 3-4 rounds of creative revisions and presentations to the client.
- Gained 3 years of working experience alongside major clients such as: Anheuser Busch, Bob Evans, Brooks running shoes, Campbell's, Conn's Home Plus, Beyond Meat, and many more.
- My skills include fluency in all Adobe programs, including InDesign, Photoshop, Illustrator, After Effects, Premier Pro, and many more. I also have experience with Figma.

## **GRAPHIC DESIGN INTERN AT QUICKEN LOANS**

DETROIT, MI

June 2020 - December 2020

- Participated in a collaborative effort with a team of 3 creative professionals to develop creative concepts and logos for internal clients, driving a 20% uplift in employee acquisition.
- Directed the design and communication efforts for a twice-weekly newsletter, collaborating with business partners to revamp user experience and drive engagement; led to a 35% increase in weekly newsletter subscriptions.
- Orchestrated the redesign and business partner alignment of a bi-weekly newsletter, enhancing user experience and boosting engagement through innovative design strategies; resulted in a 40% increase in click-through rates.

## **GRAPHIC DESIGNER AT 100K IDEAS**

FLINT, MI

May 2019 - December 2019

- Created a monthly company newsletter that was used to collaborate with local businesses and other community members to bring awareness to local resources for the community. This brought a 50% increase in monthly newsletter subscriptions and a 40% increase in clicks and interactions with the newsletter.
- Attended weekly company events that required photography and video footage. All of which was edited and uploaded online to social pages.
- Managed all social media accounts and orchestrated photo shoots on behalf of promoting the new company, which led to a 60% increase in social following and a 25% increase in interaction over the 8 months that I worked there.
- Hosted graphic design and marketing workshops with 10-50 people in attendance, meant to help clients learn how to design using the resources they have and market their businesses online.
- Develop and enhance mockups and logos for local clients, creating a 30% increase in client satisfaction.