

# BRIANNA DAVIS

## GRAPHIC DESIGNER

Creative and results-driven graphic designer with years of industry experience and design education. Adept at translating brand guidelines into compelling visuals. Committed to delivering exceptional designs that surpass client expectations.

## CONTACT

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**PORTFOLIO WEBSITE:**  
[briannadavisart.com](http://briannadavisart.com)

## EDUCATION

### Farmingdale State College

2017-Graduated  
Bachelors of Technology:  
Visual Communications  
Art & Graphic Design

## SKILLS

Adobe Creative Suite  
Packaging Design  
Presentation Design  
Visual Communication  
Branding  
Production Design  
Creative Thinking  
Brainstorming  
Time Management  
Typography  
Creative Writing  
Photography

## WORK EXPERIENCE

### UNIQLO

#### GRAPHIC DESIGNER - CONTRACT

Visual Merchandising and In Store Marketing  
NOVEMBER 2024-FEBRUARY 2025

- Ensured brand consistency by following established guidelines to create compelling advertisements maintaining the brand's integrity and identity.
- Designed and adapted printed in-store marketing materials to: in-store signage, easels, flyers, panels, weekly promotional materials and custom flagship experience assets.
- Cross-functional collaboration & partnership with store teams, Marketing, Merchandising, Visual Merchandising teams and external vendors/partners to create in store assets and fulfill marketing projects.
- Prepared /organize files for production within project deadlines.

### JON MICHAEL DESIGN

#### JUNIOR DESIGNER

DECEMBER 2021-FEBRUARY 2024

- Created impactful advertisements, and updating packaging with consistency and precision.
- Demonstrated proficiency in resizing and editing images for social media, web, and packaging, ensuring high-quality visual content delivery.
- Designed compelling merchandise and promotional collateral that effectively captured brand essence, resulting in increased brand visibility and customer engagement.
- Conceived new packaging ideas from concept to execution, contributing to innovative brand strategies
- Prepared print-ready packaging files, ensuring accuracy and quality in production.

### 54 THRONES

#### GRAPHIC DESIGN INTERN

APRIL 2021-SEPTEMBER 2021

- Designed elegant and professional invitations for the brand's upcoming Sephora launch, enhancing brand visibility and appeal.
- Produced engaging and high-quality celebratory videos for social media platforms, effectively increasing brand engagement and awareness.
- Managed the accurate transfer of information between label and packaging sizes, ensuring consistency and quality in product presentation.