

Brittney Gaddis

honeyandhare.com

About

I am a Kentucky import to Bend, Oregon that enjoys horseback riding, hiking, hand lettering, hobby farming & restoring vintage camping trailers.

Contact

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Bend, OR 97707
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Education

Northern Kentucky University

2009 – 2012
BA in Visual Communication Design
Minor in Media Informatics
Appearances on the Dean's List
Member of NKU MINjas
Winner of First Annual Mashcomm 36

University of Kentucky

2007- 2009 Art Studio Major

Skills

Experienced Design Lead
Proven Constructor of Great Brands
Expert in Adobe Creative Suite
Working knowledge of HTML & CSS
Well-Versed in various Content Management Systems
Fast and Efficient Learner
Sharp attention to detail

Professional Experience

Freelance Web and Graphic Designer honeyandhare.com

October 2012 - Present

- I work as a freelance Graphic & Web designer with a few other creatives under the Honey + Hare umbrella. We offer a plethora of web design, graphic design, & copywriting services such as: Wordpress site design and build, branding services, logo design, printed collateral, etc.

G5:

Lead Design Specialist

July 2017 - March 2018

- Acts as the In-House Design Lead to a team of five designers
- Participates in the hiring of new designers, starting with vetting portfolios, continuing through the interview process, and through training
- Reviews work by other designers to make sure it upholds Best Practices and is consistent with both G5 and Client Branding
- Executes Design and Branding work for Key clients & G5's in-house marketing, including digital design such as websites, e-mail templates, and digital advertising banners, as well as printed collateral such as business cards, letterheads, trade booths, etc.
- Collaborates with other Creative Services Leads, Managers, Designers, Copywriters, and Account Managers to hit deadlines (and ultimately every quarterly revenue goal to date).

Design Specialist

March 2016 - July 2017

- Analyzed creative briefs & current branding guidelines to create website designs with a proven track record of increasing leads for clients.
- Conceptualized new brand identities for clients and executed it via brand guidelines, websites, & marketing collateral.
- Led other designers in creating cohesive branding across new logos, color palettes & websites for Key clients.
- Developed and maintained relationships across teams to ensure a smooth handoff process & that deadlines are always met.
- Worked with Creative and Project Managers in Pivotal Tracker, Asana & Liquid Planner to keep work organized, share information and track work time.

Web Content Specialist

August 2015 - March 2016

- Built websites for G5 clients using an in-house CMS
- Proven track record for working extremely quickly and accurately

KING SQUARE PARTNERS:

Graphic Designer

October 2012 - 2015

- UI/UX Designer working across all platforms
- Designed User Interfaces in Adobe Creative Suite
- Created presentation slide decks
- Conceptualized & Storyboarded the User Journey for various applications