

# Hi! I'm

# Briana McNamara

## HELLO!

I'm Briana McNamara, a Chicago-based designer and artist. I have a good sense of humor and passion for using design for positive change. I'm a diligent and enthusiastic worker with a keen eye for detail. I gravitate toward simplistic typography and bold color palettes.

## EDUCATION

Michigan State University  
BA Creative Advertising, 2012–16  
Kendall College of Art and Design  
CE Credit: The Art of Drawing, 2018

## RECOGNITION

- (1) 2020 American Advertising Awards
- (2) 2019 American Advertising Awards
- (3) 2018 American Advertising Awards
- (6) 2018 Hermes Creative Awards
- (6) 2018 American Advertising Awards
- (5) 2017 MARCOM Awards
- (2) 2017 American Advertising Awards
- (5) 2016 American Advertising Awards
- (1) 2015 One Club Beijing Bronze Pencil

## SKILLS

**Design:** Print and digital design, art direction, branding and identity, layout, typography, print production, and UX design

**Software/Tools:** Adobe Creative Suite, WordPress, Webflow, CSS, Google Analytics, Sketch, InVision

**Social Media:** Major platforms, paid and organic campaigns, text, graphics, photo, and video content creation, analytics, reporting and trends

**Bonus:** Interior design principles and trends (featured in Apartment Therapy twice!), digital illustration, studio art principles, teaching and education

## EXPERIENCE

### Art Director of Brand Design *Crate and Barrel*

August 2022—Present

I'm currently responsible for establishing the creative direction for all Crate and Barrel brand materials, including all seasonal campaigns. I also execute the direction through designing innovative public relations packages, all print materials and catalogs, online lookbooks, in-store experiential materials and fixtures, editorial publications such as cookbooks, and additional digital materials. I provide direction to creative designers in all departments to ensure a consistent brand.

### Senior Designer

June 2020—August 2022

*Crate and Barrel, Crate and Kids*

As the senior designer for Crate and Kids, I was responsible for concepting our seasonal creative campaigns, and executing them through photoshoot planning and art directing, designing public relations lookbooks and catalogs, and also creating strong marketing assets to be used across all social and paid digital channels.

### Freelance Designer, Art Director, and Artist

Sept 2013—Present

*Briana McNamara Art + Design*

I am a freelance designer, working for clients in a variety of markets ranging from the Detroit Tigers and DTE Energy. Projects include print and digital design; brand strategy and design; web design, and social media consultation.

As an artist, I create abstract pieces through the practice of intuitive painting. My art has been featured in Apartment Therapy and I have had exhibits in multiple art galleries and restaurants throughout West Michigan.

### Designer

Feb 2018 – May 2020

*Peopledesign*

I worked as a designer for a top creative consultancy, specializing in brand strategy and identity systems with a human-centered approach. I assisted companies in finding strategic focus and aligning their teams and tools through design innovation. My role included designing for print; layout, typography, long-form and production, as well as digital; UX, web and social media. I frequently art directed photo and video shoots, including styling and propping sets and models.

### Creative Strategist

Feb 2016 – Feb 2018

*Piper & Gold Public Relations*

I served as the creative direction lead responsible for planning and overseeing all aspects of design for internal and external clients. I generated ideas and inspiration, and highlighted opportunities for visual storytelling through both digital and print design strategy and execution. I increased contracted clientele by 20 percent and brought home over 15 design awards.

### Graphic Designer

May 2015 – Feb 2016

*Michigan Health & Hospital Association*

I maintained client relationships, customizing concepts to suit the needs of the client while thinking creatively to produce innovative design pieces. I presented final projects, explaining the rationale of the design decisions. I provided general print shop knowledge, completed projects for chief executives as needed, and co-developed and maintained elaborate company brand standards.

# Let's talk