



BRIANA MCNAMARA

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Chicago-based art director and abstract 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 structured typography and bold color palettes. You can usually find me with a paint brush, or Redbull, in hand.

Experience

CRATE AND BARREL

Art Director, Brand Design

Responsible for establishing the creative direction for all Crate and Barrel brand materials including: seasonal campaign concepts and collaborations, public relations packages, all print materials, digital lookbooks, in-store experiential marketing and fixtures, editorial publications and books, and additional digital materials ranging from social media to emails.

August 2022—Present

CRATE AND BARREL

Senior Designer

I lead the creative concepts for seasonal campaigns and collaborations for Crate and Kids, and Crate and Barrel brand. I art directed all photoshoots, designed the sets they were shot on, and utilized the imagery while designing all marketing materials for the brand with a large focus on digital media.

June 2020—August 2022

PEOPLEDESIGN

Designer

I worked as a designer for a top creative agency, specializing in brand strategy and identity systems. My role included designing for print as well as digital; UX, web and social media, and art directing photo and video shoots for several large-name brands.

February 2018—June 2020

PIPER & GOLD PUBLIC RELATIONS

Creative Strategist

I served as the creative direction lead responsible for planning and overseeing all aspects of design for external clients. I 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.

February 2016—February 2018

BRIANA MCNAMARA ART + DESIGN

Art Director + Artist

I run my own business, providing creative direction for clients in multiple markets including the Detroit Tigers and Lucasfilm Ltd. Projects have ranged from brand strategy and design to UX and web design.

My business also includes creating abstract art through the practice of intuitive painting. My art has been featured in Apartment Therapy and other online and print publications, and I have had exhibits in galleries across the Midwest.

September 2013—Present

Education

MICHIGAN STATE UNIVERSITY

BA Advertising

Creative Design Specialization
2012—2016

KENDALL COLLEGE OF ART & DESIGN

CE Fine Arts

Drawing, Sketching and Painting
2018

Skills

DESIGN

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

TECH

Adobe Creative Suite, WordPress, Webflow, CSS, Google Analytics, Sketch, InVision

FOR FUN

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

Recognition

One Club Beijing Bronze Pencil, American Advertising Awards (19), Hermes Creative Awards (8), MARCOM Awards (14)