

THINGS TO LOOK AT PORTFOLIO

brandilyn.design

THINGS
TO CONTACT 503.208.1300
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THINGS I CAN DO

THINGS I

Strategize + ideate multifaceted and cross platform projects from concept to creation. Successfully navigate multiple large projects simultaneously. Deliver work on time that is consistent with brief. Easily pivot and change course when needed. Clearly communicate with clients + colleagues and foster an open and respectful team dynamic. Work independently and self-motivate. Collaborate with large + small teams with wide ranging abilities and disciplines. Describe design process + work. Back up design choices with well articulated reasoning. Respond well to critiques and welcome constructive + detailed feedback.

THINGS I LIKE

ART DIRECTION. opening titles. ENVIRONMENT GRAPHICS. ad design. PACKAGE DESIGN. branding+identity. STRATEGY. publication design.

THINGS I

USE

INDESIGN. illustrator. PHOTOSHOP. squarespace. WORDPRESS [A BIT]. after effects [a bit]. 3D RENDERING [LEARNING]. html+css [learning].

BRANDI - LYN WYCOFF

PRONOUNCED [bran-duh-lin]

FREELANCE GRAPHIC DESIGNER AT SKIN PARADE [2021-2022]

BRANDING + IDENTITY DESIGN [Boudoir Photography Studio]

Created a soft, warm, and clean visual identity, reflecting the confident, beautiful, and empowered ideas and aspirations driving the brand. Designed color palette, logo, print collateral including business cards and advertising postcards, and website and signage mockups. Worked closely with owner to develop brand and marketing strategy, considering roll out of promotions, advertising, and environment design in three different cities.

FREELANCE GRAPHIC DESIGNER AT GREEN LIGHT LAW GROUP [2020-2021]

BRAND STRATEGY + VISUAL IDENTITY + DESIGN [Business + Litigation Law Firm]

Developed brand story and strategy. Created a simple, clean, and bold visual identity, using an in-progress website redesign as a jumping off point. Created color palette, social media and website assets, and original graphics featured across all touch points and platforms for visual consistency. Designed and created print ads for Marijuana Venture magazine, and digital gif ads with location specific variations, using client copy. Designed business cards, and print and digital letterhead.

GRAPHIC DESIGNER AT WILLAMETTE WEEK [2018-2020]

PUBLICATION DESIGN + AD DESIGN + IN HOUSE BRANDING [Willamette Week Newspaper]

Designed dummy for weekly issue, considering pacing, layout, advertiser requests, fill ads, and copy. Worked closely with sales team to ensure ad accuracy and that all client needs are met. Built ads for clients, using provided copy and images, with quick turnaround. Designed print and digital fill ad suites. Branded/rebranded in house print and digital sales materials.

WEB DESIGN [TechfestNW Website 2020] WW Event Website

Designed Techfest NW website with a clean, intuitive, professional and energetic tone using rebranded color palette, typography, layout, assets, and image treatments. Sitemap and wireframe creation, content creation, designed and created visual elements consistent with branding, conducted testing, planned and executed launch. Created design strategy to synchronize social media content with website roll outs. Worked closely with event director and TechfestNW founder and curator.

ART DIRECTION + DESIGN [Cultivation Classic 2020] WW Event

Designed Cultivation Classic's marketing, promotional, and event materials for the second year in a row. Commissioned NYC botanical artist Sophie Parker to create a bold installation to use as the main art for the 2020 marketing campaign. Collaborated with artist to develop aesthetic of piece. Designed main poster, print ad featured in BREW magazine, event collateral, Instagram templates, tabletop postcard, and mockup of advertisement for a building's exterior wall in downtown Portland.

ART DIRECTION + DESIGN [TechfestNW 2019] WW Event

Conceptualized and designed brand aesthetic, tone and direction, and implemented rebrand. Designed strategy for event marketing and promotional campaigns across all platforms and touchpoints. Worked closely with event coordinators, project managers, and WW editor and publisher to ensure consistent, effective, unique branding, and high quality work. Redesigned logo. Designed print and digital marketing material and event collateral. Assisted in website refresh and created digital assets.

FREELANCE GRAPHIC DESIGNER

BRANDING + IDENTITY [The Paint Box 2019] + [Cloud Mountain 2017]

COSTUME DESIGNER [2015-2018] Inquire for work experience.

THINGS I'VE ACQUIRED

PACIFIC NORTHWEST COLLEGE OF ART: GRAPHIC DESIGN [CERTIFICATE] 2017-2019.

portland state university courses: environment design, costume design, history [knowledge] 2014-2016.

SAN DIEGO STATE UNIVERSITY: [BS FOOD + NUTRITION] 2005-2010.