



**Brianna Rascoe**

briannabrascoe@gmail.com

845.264.0556

briannarascoe.com

## RELATED WORK EXPERIENCE

### **Dynamic Creations**

**Creative Director : December 2017 – Present**

Works as design manager to 4 junior designers.  
Leads hiring effort for new designers.  
Takes lead on all branding for new company products.

### **Dynamic Creations**

**Front End Web Lead : August 2017 – December 2017**

Take sole creative lead on marketing web projects from start to finish, including branding, content creation, and website build.  
Responsibilities also included developing branding for e-juice lines as well as the individual flavor labels for those brands.

### **Routehappy, Inc.**

**Visual Designer: August 2015 – August 2017**

Provide the visual design of brand assets, digital collateral, product integration concepts and user interface design of customer facing products.

### **KDA Web Technologies**

**Front End Team Lead: April 2014 – August 2015**

Provide designs for logos, front end web development, advertisements and infographics.  
Meet with clients to discuss work and receive feedback.  
Work with web developers to implement web designs onto websites.  
Handle projects as the sole designer on the project.

### **Student Activities and Union Services**

**Graphic Designer: August 2014 – May 2015**

Provide designs for social media  
Design semester calendar events, as well as event flyers and poster campaigns for the campus.

## EDUCATION

### **State University of New York at New Paltz**

GPA: 3.58

Dean's List Fall 2011–Spring 2015

BFA in Graphic Design *Cum Laude*

## ACTIVITY

### **Teaching Assistant**

**January 2015 – May 2015**

Assist teacher with prepping materials for the class.  
Assist the students to aid with the completion of assignments.  
Conduct instructional software demos for the class.  
Conduct self-directed independent study project.

### **Design Society**

**August 2013 – May 2015**

Representative for Student Art Alliance

## SKILLS

Enjoys working through a number of methods, including:

### **Adobe Creative Suite CC:**

Illustrator  
InDesign  
Photoshop  
DreamWeaver  
After Effects  
Premiere Pro  
Illustration/ Lettering  
HTML & CSS  
WordPress  
FTP  
Microsoft Office  
Mac to PC Environments  
Photography

\* References available upon request.