



**Brianne Hepworth**

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## Experience.

### **Freelance Designer, January 2012-current**

- Created individualized work tailored to client's branding and advertising needs
- Worked with a variety of clients like dentists, solar companies, bloggers, life coaches, children's clothing brands, event planners, beauty brands, tv shows and chocolate companies.
- Flexible and quick to adapt to new situations and deadlines that arise within projects
- *Skills: branding, packaging, advertising and marketing concepts, ad campaign ideation and execution, social media, design: logo, poster, pattern, digital, web, presentation*

### **Art Director, Packaging Designer at Truss, August 2014-Mar 2017**

- Incorporated and executed ideas to elevate new brand packaging
- Create supplemental marketing pieces such as print ads, in-store displays, websites, etc
- Educate clients on how to position their brand's packaging based on market research
- Design patterns, bags, signage, and labels for holidays and everyday lines for the premium stone wrapping paper company, Loft 213 (patterns have been sold in stores such as Home Goods, TJ Maxx, Pottery Barn, The Container Store, Tuesday Morning, Beekman's, Scentsy, DoTerra, Tommy Bahama, and Bed Bath and Beyond)

### **Art Director at Gloto, December 2013-July 2015**

- Concept and design digital pieces for client YouTube pages, second screen content, and digital content rich ads
- Working with clients like Keurig, Marvel, Coldwell, Syfy, LG, Mac, TBS

### **Art Director at Leo Burnett Chicago, June 2013-December 2013**

- Concepted and created print, video, mixed multimedia, and social campaigns for Kellogg's brands
- Pitched and designed re-brand for Now&Later, including new packaging, wrappers, social media
- Worked with team and Chief Creative Officer to conceptualize ideas and themes
- Develop product events and promotional ideas to support new products

### **Creative Director, BYU AdLab, June 2012-June 2013**

- Help design, pitch and develop award-winning campaigns for clients like Philips, Intel, Gatorade, Out of the Box, Clarisonic, i.TV, and Nestle Raisinets
- Oversee, concept, and approve all creative for multiple accounts

## Skills.

Adobe Creative Suite, Creative concepting, Branding, Packaging, Pattern, Digital and Print design, Web Dev including Wordpress and Bootstrap, DSLR Cannon photography, Microsoft word, Microsoft Excel, Mac OS X, Windows XP

## Education.

### **BYU Advertising Major, Graphic Design Minor. April 2013.**

Brigham Young Academic Scholarship, 2008, 2009, 2011, 2012

AAF Member, 2011-2013