

BRYANNA HARRIS
RALEIGH, NC 27610
bryannah14@gmail.com
<https://www.linkedin.com/in/bryanna-harris-416812244>

Graphic Designer

As an aspiring Graphic Designer, my passion lies in the realm of design and digital marketing. I am driven to become an addition to a business that thrives on new creative design ideas, helping businesses effectively navigate the dynamic landscape of visual ways to invoke emotions in their target audience and create an ultimate learning environment. My mission is to inspire others to pursue their highest passions and achieve their dreams by harnessing the transformative power of innovative and authentic design.

KEY SKILLS

Cross-Disciplinary Knowledge: Proficiency in multiple fields with art and communication, bringing diverse perspectives and approaches to problem-solving.

Graphic Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Brand Identity Development: Experience in creating visual elements that embody brand messaging and personality.

Digital Marketing: Knowledge in social media marketing, SEO, and email campaigns, with a focus on enhancing brand visibility.

- Producing creative concepts
- Applying elements and principles of design
- Prototyping
- Color theory
- Typography
- Visual hierarchy
- Search engine optimization (SEO)
- Identifying and applying industry trends
- Identifying needs for design projects (critical thinking and problem solving for visual problem)

Technical Skills

- Adobe Creative Cloud skills
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
- HTML and CSS
- File organization for design work
- Content management system (CMS): WordPress

Soft Skills

- Public speaking
- Pitch creative concepts
- Facilitate effective design sessions (or meetings and discussions)
- Collaborate effectively for quality design solutions
- Project management

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer | Raleigh, NC

2023-Present

- Design logos, brochures, and print materials for various clients.
- Created digital assets and marketing tailored to clients' needs.
- Collaborated with clients to develop brand identity and visual strategies.

PROJECTS/ PORTFOLIO

- Shadow Work Journal Cover: Created a visually impactful cover for a shadow workbook, incorporating dark blue, white, and gold elements.
- Piddle Paddle Tours Brochure: Developed a trifold brochure in a printed design class, showcasing a clean and engaging layout for a local tour company.

EDUCATION | CERTIFICATES

Associate's in arts (A.A.) | Wake Technical Community College | 2022

Social Media Management Certification | The Agency Edit | 2023

Graphic Design and Visual Communication (B.A.) | Southern New Hampshire University | 2023- present

Academic Achievement: President's List | 2023-2024