

# Brittany DeMudd

Since 2020, I've been a Freelance Graphic & Web Designer serving small business clients, non-profits & assisting fellow designers.

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## EXPERIENCE

### **BMA Media Group** | Feb 2018 - June 2020 | Willoughby, OH — **Senior Graphic & Web Designer**

- Built 20+ WordPress websites from scratch, focusing on clean design and mobile responsiveness
- Redesigned client websites that drove 35% more traffic and 25% better engagement within three months
- Designed all brand materials for union conferences and conventions—programs, signage, swag, the works—helping fill seats at 10+ major annual events over 2.5 years
- Revamped email campaigns for local unions that boosted open rates by 32% and click-throughs by 15%
- Created Google Ad graphics for apprenticeship recruitment that increased applications by 35% and click-through rates by 40% across six campaigns

### **The Word Church** | Aug 2014 - March 2017 | Cleveland, OH — **Lead Graphic & Web Design, Social Media Manager**

- Managed all design for a 40,000-member organization with 15,000+ weekly attendees across four locations—weekly sermon graphics, billboards, trade show materials, book covers, and major holiday campaigns
- Led complete brand redesign reflecting 20 years of organizational growth, contributing to a 40% increase in weekly attendance
- Directed all marketing for three annual national conferences, built and maintained registration sites, and presented design and branding workshops to ministry leaders
- Established the organization's digital infrastructure—launched early video streaming, grew Instagram from 25 to 5K followers in 48 hours (second account from 5K to 15K in 72 hours), redesigned website driving 70% traffic increase, and introduced QR code tracking for campaign measurement
- Led small design team and mentored interns while managing majority of creative output under tight deadlines

### **Electronic Merchant Systems**, Independence, OH | Sept 2012 - August 2014 — **Graphic & Web Designer**

- Supported sales agents at a credit card processing company by designing all add-on marketing collateral, including custom gift cards, posters, and template-based websites/e-commerce sites for clients seeking bundled solutions.
- Demonstrated exceptional organizational and communication skills while managing a revolving client load of 100+ projects simultaneously. This required consistent, high-volume interaction via calls and emails, tracked efficiently using SharePoint.

## EDUCATION

### **Robert Morris University** — **B.A. in Media Arts**

Dual Concentrations:

Graphic Design, UX/UI

Pittsburgh, PA | Graduated: 2009

## TECHNICAL SKILLS

### **Adobe Creative Cloud**

Photoshop | Illustrator | InDesign

Premiere | After Effects

**Figma** | **Wordpress**

**Shopify** | **Squarespace**

**HTML** | **CSS** | **Javascript**

**Canva** | **Adobe Express**

**Powerpoint** | **Slides** | **Keynote**

**Slack** | **Notion** | **Google Suite**

**Monday** | **Trello** | **Airtable**

**Mailchimp** | **Klaviyo**

### - **Understanding of Design**

**Principles:** Typography, Color Theory, & Layout

- **Brand Advocate**

- **Digital Asset File Management**

- **Print Production**

- **Storytelling via Visual Narratives**

- **Cross-Functional Collaboration**

- **Attention to Detail**

- **UX/UI Capabilities**

- **Capable of Meeting Tight Deadlines under Pressure**

## ADDITIONAL WORK EXPERIENCE

### • **Volleyball & Track Coach**

**Spring & Fall 2023 - 2025** | Cleveland Heights / University Heights SD

### • **Marriott Reservation Center**

Customer Care Specialist, Home Agent | Feb 2011 - Nov 2013

### • **P.F. Chang's** | Server | Philadelphia, PA | May 2009 - Dec 2010

### • **H&M** | FT Associate, Denim Visual Specialist | July 2007 - June 2009

### • **Heinen's Fine Foods** | Baker | June 2003 - Aug 2007