

brittany t. wilson

DESIGNER + HUMAN + PEOPLE MANAGER

school cred

UNIVERSITY OF OREGON
Class of 2014

The Diploma Says:

- Bachelor of Arts: Journalism
- Bachelor of Arts: Advertising
- Minor: Digital Arts

Notable Feats:

- AAF Most Promising Minority Students
- Order of Omega Honor Society
- Multi-term Deans List

technical cred

I can fiddle around in...

- Photoshop \ Illustrator \ InDesign
- Powerpoint \ Excel \ Word
- Amazon Brandstore backend
- Walmart CCP
- Instacart backend
- AI design

and that one hospitality job...

SWEET TOMATOES
OCTOBER 2008 - JANUARY 2013

Though I worked in every position (crew lead, greeter, marketer, cashier, busboy, dishwasher, food prep, pasta maker, soup warmer, baker) my favorite is the time I was opening janitor, where I once scrubbed the entire ceiling of the restaurant, ceiling fans and all.

street cred

SENIOR ART DIRECTOR \ \ ARC WORLDWIDE
APRIL 2022-PRESENT

As a senior art director on the Unilever business, I work on projects in a variety of CPG categories for both digital and print activations, as well as managing two junior art directors. Day-to-day varies from conceptual key visual work, to activation plans, to every day tactical executions. I continue to focus primarily on the digital shelf, staying on top of the latest ecommerce trends and creating best-in-class Amazon brandstores. I also lean in to managing various tactical day-to-day projects, overseeing art directors and copywriters from kickoff to handoff.

SENIOR ECOMMERCE DESIGNER \ \ THE INTEGER GROUP
OCTOBER 2017-APRIL 2022

In this digital designer/art director hybrid position, I conceptualized, executed, and delivered final files for the eCommerce team. From the content strategy, to photoshoots, to content creation, all the way to production handoff, I was involved in every step in the process. Worked with a copywriter to build product pages and landing pages for various eRetailers and DTC sites. I ensured all art is according to brand standards and the specs match the retailer it's being published on.

MARKETING ART DIRECTOR \ \ VERIZON LOCATION SERVICES
FEBRUARY 2016-SEPTEMBER 2017

Rebranded the MapQuest for Business sector. Designed B2B marketing collateral including emails, powerpoint presentation decks, print collateral, and "swag" items for events. Filmed, edited, and executed sizzle reels. Assisted B2C with our partnership ad spaces, provided insight on UX practices, and assisted our developers on various design requests.

JR. DIGITAL ARTIST \ \ CRISPIN PORTER + BOGUSKY
JUNE 2014-FEBRUARY 2016

I built print mechanical files, digital banners and website refreshers as well as building decks for client meetings and hand-binding books (perfect bound, saddle stitch and coil-binding). Participated in new business pitches, producing tangible assets for prospective clients to take home as handmade agency gifts.

see the creds in action: www.brittanytwilson.com