

Brandon J. Washington

brandonjwashington.com
brandonjwashington@gmail.com
Phone: 6015690378
[Linkedin](#)

Core Competencies:

Figma | Asana | Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat) | Presentations | Time Management | Visual design | Conceptualizing strategies into effective visual directions | Wire Framing | 3D Modeling | Animation | Editing | Digital Design | Branding | Art direction | Typography | Illustration | Print | Graphic design | Illustration | Packaging design | Video editing | Digital assets | A/B testing | Layout design |

Leadership Principles:

Take Ownership | Continuous Curiosity | Informed Results | Invent and Simplify | Dive Deep | High Standards

Recommendations:

"He jumped in and tackled everything we threw at him from web design to social graphics to ads to eBooks.(He even did some UI for the product teams.) Versatility like that for a graphic designer is rare."

Garret Sussman | | Head of Marketing/Content | Traject (Grade.Us) | Peer

"I was impressed with Brandon's ability to produce high quality work while juggling tight deadlines. And, of course, his calm attitude. Brandon would be a true asset for any positions requiring Positive Attitude & Artistic Craftsmanship and comes with my heartfelt recommendation."

Robert Smith | | Senior Software Engineer Lead | Traject | Peer

Experience:

Art Director / Senior Graphic Designer | [Coursera](#)

Jul 2022 — Dec 2023 (Edtech, B2C, B2B)

Execution 60% | Concepting 20% | Cross-Functional Collaboration 20 %

- Executed on targeted briefs that supported evergreen social posts to maintain or increase engagement across multiple social platforms.
- Would push concepts, looking for creative ways to draw attention to the Coursera brand, leading to at least a 5% increase in the engagement rate(our highest increase was 25%).
- That increase in ER was informed and guided by communication with team members about their research and goals and turning that into posts that would better draw potential learners.
- Worked within an evolving brand system setup in Figma utilizing components to maintain consistencies across different designers

Brand Designer | Traject

Jul 2019 — Jan 2022 (Martech, B2B, B2C)

Art Direction/Design 30% | Executive Presentations 10% | Branding 40% | Research 20%

- Responsible for driving the direction of all creative across marketing and branding.
- Pitched creative direction to Senior and C-suite members of the traject team.
- Responsibility over the brand required organizing and maintaining brand assets, and implementing quality control processes to guarantee brand consistency and adherence to guidelines I established.
- Creative was based on data gathered from A/B testing, surveys, client interviews, product tracking, and team interviews to identify key product features and target key demographics.

Graphic Designer | Essentia Water

Sep 2018 — Apr 2019 (Food and Beverage, B2C)

Production/Design 60% | Art Direction 30% | Cross Team Problem Solving 10%

- Worked on campaign-related Point-of-Sale (POS) items, graphics, and emails, including impactful elements such as wall wraps, event banners, and in-store graphics, aligning with brand and campaign standards.
- Create and tested different visual styles on social posts and swag.
- Closely collaborated with the stakeholders of the events to better understand the layout and placement of visual assets

Art Director / Senior Graphic Designer | Design the Planet

Mar 2017 — Dec 2017 (Marketing and Advertising Agency, B2B)

Art Direction 50% | Research 20% | Vendor collaboration 20% | Leadership 10%

- Developed and presented innovative brand directions for clients, showcasing a mastery of design systems tailored for websites to enhance brand identity and user experience.
- Crafted comprehensive style guides encompassing typography, color schemes, and visual styles, providing a clear framework for consistent and effective brand communication across various platforms.
- Partnered with the Creative Director to conduct UX research, contributing valuable insights to inform design decisions and enhance the overall user experience of digital projects.
- Worked closely with vendors and internal teams to align creative goals with budgetary constraints, ensuring the successful execution of projects while maintaining financial efficiency.
- Provided leadership and supervised the work of creative interns, fostering a collaborative and growth-oriented environment.

Associate Art Director / Production Designer | Trumpet Advertising

Dec 2014 — Jul 2016 (Marketing and Advertising Agency, B2B, B2C)

Production/Design 80% | Art Direction 20%

- Animated digital banners and designed email campaigns, including coding.
- Designed ad campaigns and oversaw their implementation across multiple marketing platforms.
- Collaborated with the account team to meet the goals of clients.

Education:

Coursera (2022 —Present)

Google UX Design Professional Certificate

- Credentialed in UX Design Process and Foundations of User Experience (UX) Design.
- Certificate program in progress.

Mississippi State University

College of Fine Arts

- Bachelor of Fine Art with an emphasis in Graphic Design.