



# Brianna West AIGA; 4+ Years of Professional Design

Experience, 10+ Years Practicing Design

## Graphic Designer

Strategic Graphic Designer with expertise in environmental and experiential design, retail environments, branding, B2B marketing (in-house & agency), and apparel/fashion. I translate brand strategy into engaging physical and digital experiences that positively shape the environments where people work, play, eat, shop, and thrive. In my dual role at NELSON Worldwide, I lead multi-phase internal and external projects from initial research and concept development through final design documentation and production, delivering high-quality solutions on schedule and within scope & budget. Known for precision, consistency, and forward-thinking execution, I have developed design solutions for globally influential brands including Levi's, Harley-Davidson, Amazon, Oracle, Deloitte, Fidelity Investments, Nestlé, Bank of America, Sodexo, and Books-A-Million.

## Education

Savannah College of Art and Design – Savannah, GA

### Bachelor of Fine Arts in Graphic Design

Sinclair Community College – Dayton, OH

### Associate of Applied Science in Visual Communications

## Software

Adobe Creative Suite – InDesign, Illustrator, Photoshop, Lightroom, Dreamweaver, After Effects, Premiere Pro, Discord, Midjourney, Microsoft Office, Wordpress, Figma, Slack, Teams, Zoom, Miro, Milanote, Asana, Visme, ChatGPT, Firefly

## Expertise

Environmental Graphic Design, Experiential Design, Brand Identity, Layout Design, Conceptual Ideation, Design Visualization/Experience Strategy, Design Development, Print Production, Screen Printing, Copywriting

## Qualities/Traits

Dependable, Detail-oriented, Organized, Leads with Integrity, Effective Communicator, Team Player, Positive Attitude, Eager to learn new skills, Enthusiastic and Passionate about all things Design, Creative Problem Solver, Critical Thinker, Grit/Tenacity Driven by Success

## Contact

[bkwesty12@gmail.com](mailto:bkwesty12@gmail.com)

## Relevant Experience

### Brand & Sales Marketing / Experiential Graphic Designer II – NELSON Worldwide

Cincinnati, OH, April 2023–Present

Leads strategic graphic design initiatives across internal and external-facing communications, supporting marketing and business development efforts. Partners with marketing managers and business leaders to define creative vision and deliver cohesive messaging across campaigns, presentations, and social media. Continuously elevates and evolves NELSON Worldwide's brand and visual identity by identifying opportunities for growth, improvement, and consistency across all brand touchpoints. Collaborates closely with project managers and interior designers to translate brand strategy into innovative built environments, including signage, wayfinding, branded graphics, and experiential installations. Leads projects from client engagement and concept development through schematic design, design development, and production artwork & fabrication, partnering with project managers and design leaders to deliver high-quality, on-brand solutions within scope, budget, and schedule.

### Environmental Graphic Designer I – NELSON Worldwide

Cincinnati, OH, September 2021–April 2023

Partnered with architects, interior designers, and cross-functional teams to translate client branding and design intent into strategically-aligned built environments – including signage, wayfinding, branded graphics, and experiential installations. Collaborated with design leaders and senior designers across all phases of design – from client engagement, initial research, concept development and ideation, through schematic design, design development, production artwork, and coordination with fabricators through installation – ensuring creative alignment, project efficiency, and high-quality execution.

### Lead Graphic Designer – Deloitte x SCADpro Collaboration

Kettering, OH (Remote), March 2021–May 2021

Led a multidisciplinary creative team through a user-centered design process, consisting of in-depth research – interviews, surveys, and online analysis, defining user needs, goals, and pain points, and developing user personas and journey maps/wireframes. Presented innovative data-informed concepts and ideas, and produced cutting-edge UX/UI design solutions tailored for digital formats. Directed end-to-end team operations to align creative concepts, streamline execution processes, and maintain cohesive brand identity and high design standards.

### Graphic Designer – Fidelity Investments x SCADpro Collaboration

Kettering, OH (Remote), January 2021–March 2021

Collaborated with a diverse, cross-functional team in conducting extensive primary and secondary research – through interviews, surveys, and online data. Developed groundbreaking design concepts and presented fresh ideas to improve customer engagement and understanding. Elevated the customer journey with clear and cohesive design, and an emphasis on visual storytelling using both digital platforms (via mobile app) and print platforms (packaging/delivery service).

### Graphic Designer – Basho Apparel

Yellow Springs, OH, June 2018–October 2019

Independently handled all design and production tasks in both on-site and remote settings. Generated client-led, B2C creative apparel design solutions. Prepared press-ready artwork files and screen printing equipment from initial setup to final garment production. Optimized production workflows to deliver consistent, high-quality output across all custom apparel projects.

### Graphic Design Intern – Acco Brands

Kettering, OH, November 2015–May 2016

Developed new designs with a strong focus on color theory and pattern development, ensuring precision in every detail. Constructed polished physical mock-ups for client presentations and reviews. Strengthened team outcomes and deliverables through constructive, insight-driven critique.