

# BRITTANY F. KANG

## VISUAL DESIGNER

### CONTACT

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### EDUCATION

**North Carolina State University | Fall 2016**

Raleigh, North Carolina

B.A. in Design Studies with a Concentration in Business Administration and Minor in Spanish

### SKILLS

#### Adobe Creative Suite

- Acrobat
- After Effects
- Illustrator
- InDesign
- Premiere
- Photoshop
- XD

#### Other Programs

- Figma
- Sketch

#### Additional Technical Skills

- Illustration
- Film Production & Editing
- Photography
- Typography

#### Intermediate Skills

- Coding (CSS & HTML)

### EXPERIENCE

#### Graphic Designer and Team Specialist | 2017 - 2021

Courthouse Computer Systems

- **Redesigned the user interface and improved the user experience of Workstation, a software by Courthouse Computer Systems**
  - Developed a design system that included a company-oriented brand identity, buttons, icons, vector graphics, and a visual hierarchy to create a more modern and engaging user interface
  - Evaluated the usability of the product to identify design issues and solutions, conducted market and product research, and closely collaborated with the development team to implement the new interface and improve the product's user experience
- **Assisted in the development and maintenance of various digital products**
  - Created low to high fidelity wireframes and style guides for digital products including websites, online search engines, and Kiosk interfaces for NC county courthouses
  - Designed and developed the Register of Deeds websites for multiple North Carolina and Kentucky counties and trained county officials on WordPress familiarity and maintenance by creating manuals
  - Assisted in troubleshooting and solving client website issues, and writing or improving simple code
- **Created a cohesive, unique brand identity that has been in use for over four years**
  - Evaluated the company's objectives and completed design research to fully develop the brand architecture and create an identifiable graphic style that improved brand engagement
  - Improved the individualized sub-brand identities and aesthetic cohesion of company products
- **Provided all creative direction and graphic design production in the company**
  - Designed digital and tangible assets such as brand components, marketing graphics, templates, vector illustrations, promotional products, and company signage and trade show displays
  - Storyboarded and created animations for explainer videos, motion graphics, and slideshows
- **Maintained dual positions simultaneously as the In-House Graphic Designer and a Team Specialist**
  - Completed all necessary trainings, maintained awareness of current procedures, perfected required skills, and managed time between both positions to fulfill the needs of the teams across the company
  - Assisted in onboarding new employees by participating in orientations and writing training guides
  - Improved the processes of multiple projects to optimize quality and turnaround time

#### Freelance Designer | 2017 - Present

- Created design work for a diverse range of clients including several companies, organizations, musicians, Youtube Content Creators, and events
- Managed meetings with clients to discuss scope of projects, design visions, budgets, and deliverable timeframes
- Conceptualized and established a full-scale brand identity for **Your Change Provider**, built their initial website launched in 2019, and created social media graphics, infographics, templates, letterheads, and business cards to fully implement the brand
- Hired as a freelance contractor at **Clicksuation Labs** for a variety of projects including brand development, logo design, and designing marketing materials

#### Undergraduate Internship Work | 2014 - 2016

- **Tryon Solutions: Graphic Design Intern**
  - Contributed to company brand development by introducing a new graphic content style and redesigning all social media banners and other contents
- **Cultures for Health: Graphic Design Intern**
  - Worked on multiple marketing campaign projects by creating a unique design style, graphics, and templates for each project
- **Bamboo Mobile Health: Graphic Design Intern**
  - Created large scale medical posters that were presented at the Multiple Sclerosis Medical Conference in Washington D.C. and the New York Academy Sciences meeting in New York City in 2016
- **AdmitSee: Marketing Intern**
  - Served as a brand ambassador by developing and executing marketing strategies to increase brand awareness and sales



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