



Bre Wheeler



410.903.6417 | brelee.design

Creative Direction | Visual Design | Mentorship & Training

Experienced visual designer and creative director, advocate for creativity, design thinking and keeping the user at the center of every solution, joyful coach and intentional mentor.

Career Experience

CREATIVE DIRECTOR, NewWave Technologies, 03.2019–Present

Honored with the opportunity to establish and grow a brand new department (Creative Services) as a shared corporate resource across a 500+ person tech company. Leading small team of designers in all areas of visual design, branding, motion graphics, trade shows, experience design, user interfaces, websites, etc using human-centered design methods to build up brand interactions both internally and externally. Working closely with 50+ active internal stakeholders to tell their stories through impactful visuals and interfaces, thoughtfully built specifically for their audiences.

Additional significant contributions: Serving as 1 of 3 Design Thinking Trainers in the company, certified through ExperiencePoint, in partnership with IDEO; Continuing to grow Creative Community of Practice (CCoP) to 100+ members, 15-20 average attendees per event with quarterly fine art events for the sake of exposing staff to new creative experiences.

SENIOR DESIGNER, NewWave Technologies, 09.2017–03.2019

Dedicated resource within Business Development team, supported federal, state and commercial proposal bid efforts with graphic design and illustration that enabled audience to envision abstract data architecture and complex solutions being proposed. Activities ranged from custom illustration, presentations, publications, brand consultation, tradeshow displays, wall murals, UX user testing for mobile applications in development, and touch screen UI design. An advocate for creative thinking and pursuit of innovative perspectives, sought to support and empower creative, human-centered initiatives across the company.

Additional significant contributions: Founding and championing of a 100% unique Creative Community of Practice, as a benefit to staff to have the opportunity to explore and share cross-functional knowledge in design and creative thinking. This entails planning, coordinating and hosting monthly lunch gatherings with presentations and hands-on activities, and leading a quarterly Paint Night event for fine art exploration. Established June 2018; provides staff with a mental break, using art as therapy, and also builds up the ability to think differently and connect the dots in new and novel ways through new experiences.

SENIOR DESIGNER, The MayaTech Corporation, 06.2016–09.2017

Developed new brand identity and transformed visual campaigns for public health initiatives led by the Dept. of Health & Human Services, with primary focus being on marketing and communications tasks to create and support the National Viral Hepatitis Action Plan for 2017-20. Art direction and expert-level graphic design services for Federal public health campaigns/initiatives; Met with executive Federal stakeholders, including Director of the Office of HIV/AIDS and Infectious Disease Policy to translate messaging goals into effective final designs; 508-compliant digital publication design; social media marketing design; print & digital materials/presentations.

Education + Prof Dev

Liberty University, 2004

Bachelor of Arts

Major: Communications

Specialization: Graphic Design

Minor: Spanish

Notable Achievement:

4 year degree completed in 3 years, Cum Laude honors
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Anne Arundel Community College, 2007

Course: HTML/XHTML/CSS
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IDEO.com, 2018

Course: Human-Centered Design 101
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ExperiencePoint, 2019

Course: Design Thinking Train-the-Trainer Certification
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AdobeMAX 2018 + 2019

Courses:

See It, Learn It, Make It All-Day Bootcamp

Adobe XD UX Bootcamp

Adobe Aero Intro



"A pleasant and productive mix of creative insight, design flair, shrewd pragmatism and on-top-of-it communications. Breanna Wheeler is everything you want in a visual business partner. I can work with anyone and I work with her." - JERRY SMITH, Vice President of Design, TNS Global



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ART DIRECTOR & FOUNDER

Color Wheel Creatives, 03.2006–09.2017

Owned all responsibilities of boutique graphic design studio, providing full-scope, branding, marketing design, and brand implementation, for over 150 clients. Project management for 15-30 jobs at a time, with broadly varying parameters. Solutions implemented in varying mediums including: print, digital, presentation, exhibits, displays, illustrations, advertising, social media, marketing and web. Start to finish, design project assessment, execution and brand management for small businesses; Client-facing analysis of goals, existing branding, and messaging parameters, translated into impactful design; Applied Adobe CS skills efficiently to communicate visually; Front-end coding skills for web using HTML/CSS; coordinate with developers; Manage relationships with clients, vendors and marketing, development and production team.

Art Direction subcontract with JPGreze, Ltd: Created brand and marketing campaigns for local restaurant and small businesses; Hands-on brand management including interior design consultation and purchasing for restaurant décor style, as related to the brand concept and implementation.

Art Direction subcontract with Sandpiper Marketing: Marketing design & branding for coastal home builders, private education, hospitality, florals, real estate, spa boutiques, boardwalk restaurants, athletic/personal training, nutritionist, & medical companies.

GRAPHIC DESIGNER, Engine Performance, 2007–2010

A 3 year series of successful placements as a temporary graphic designer for TNS-Global (presentation and publication design for international market research), Amerock Hardware (cabinet hardware product marketing/catalog publication), and Zazzle.com (custom stationary designs), in both on-site and virtual roles.

DIRECT MAIL SOFTWARE & MARKETING CONSULTANT, ABIS, INC., 2007–2008

Modeled programming software usage and integration strategies for data processing team; coaching for implementation into live workflows with minimal disruption. Focused on Print Net T software transition initiative in deadline-centric variable-data, direct mail lettershop, using C++ scripting; Analyzed existing department methods to determine smoothest implementation route; conducted training meetings and skill testing for team; defined configurations for press operations. Secondary focus on corporate brand and marketing support.

DIRECT MAIL VARIABLE-DATA FORMS DEVELOPER AEGON (now TransAmerica), 2006–2007

Learned and utilized PrintNet software and C++ language, for use in intricate, variable data, direct marketing materials in the insurance industry. Extreme levels of accuracy required and achieved. Wrote, modified and verified triggers with C++ code to meet imaging and

programming requirements; Focused on 100% accuracy in collaboration with team, and trained others in procedures and software usage.

GRAPHIC DESIGNER, Poteet Studio, 2005–2006

Received one-on-one training in design principles, best practices, and mentoring in effective small business operation, directly from highly-skilled, in-demand art director and fine artist, Robin Poteet. Supported Art Director with graphic design, reviews and edits to all print materials for furniture manufacturing and retail clients, including Mealeys Furniture, and HGTV celebrities Candice Olsen and Joe Ruggiero.

GRAPHIC DESIGNER, Tech-Express, 2004–2006

Designed in versatile print and exhibit design shop, under advising of talented pre-press guru. Branding, print and large-format design with extensive proofing, pre-flighting, photo editing, clipping paths, etc. Heavy emphasis on design to production process knowledge.

MARKETING & GRAPHICS ASSISTANT Sodexo Food Services, 2003–2004

Assisted Marketing Director with development of event and venue marketing signage designs and concepts with Marketing Director, for 5 campus dining venues. On-site analysis, design and installation of restaurant & retail marketing materials.

GRAPHIC DESIGN INTERN, NASA, Summer 2003

Completed PAAC II Internship, supporting Hubble Space Telescope and Technical Information Services Branch. Designed event and mission marketing collateral in collaborative, creative team environment under Art Director; Represented NASA at National Convention for the Blind during a business trip to Louisville, KY.

Tech + Skills

Adobe Creative Suite

InDesign
Illustrator
Photoshop
Dreamweaver
Premiere
XD
Fresco
Adobe Aero
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Expertise

Graphic Design
Visual Communications

HTML & CSS
Google Analytics
Hubspot
Print & Digital
Events & Tradeshows
Experience Design
Web & Social Media Design
Wordpress
Microsoft Office365
Client/Vendor Relations
Project Management
Design Thinking Training
Fine Art Tutorials (*watercolor, pen + ink, acrylic*)

