



Breanna L. Wheeler
 Creative Direction | User-Centered Design

brelee.design | 410.903.6417
 breleewheeler@gmail.com

Career Experience

CREATIVE DIRECTOR, NewWave Technologies, 03.2019–Present

Built brand new Creative Services department as a shared corporate resource across mid-sized healthcare tech company. Planned and implemented team system for project management, request handling, stakeholder communications, design reviews, proofing, metrics and reporting. On-boarded and led lean team of designers in user-centered visual design, interface design, branding, visual storytelling, motion graphics, trade shows, experience design, digital painting, augmented reality, website, social media graphics, photography, wireframes, prototypes, storyboards, etc., to elevate both internal and external brand interactions and visual communications. Collaborated with 50+ stakeholders to extract complex information and create a design strategy and direction for the team to pursue in order to benefit users and meet business goals. Trained team to use HCD principals to interview, observe and empathize with end-users, advocating for them, in order to define and solve their problems, while keeping accessibility best practices in mind. Served as Design Thinking Trainer, certified through ExperiencePoint / IDEO. Continued to lead the Creative Community of Practice, contributing to an exploratory company culture that encourages everyone to try new things, think differently and connect the dots in new ways.

SENIOR DESIGNER, NewWave Technologies, 09.2017–03.2019

Joined NW as a dedicated resource within the Business Development team, to support proposal bids with custom design and infographic illustration, orals presentations, and publication design that enabled reviewers to envision abstract data architecture and complex cloud technology solutions being proposed. Became a valued resource within the team, and also spent about 40% of my time as a corporate consultant for branding, web, app UI, tradeshow displays, interior space wall murals, UX user testing, and touch screen UI design. Supported heavy efforts for and win of \$196M contract and several other valuable Federal bids. Founded and championed a grass-roots, 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. Hosted monthly lunch gatherings with topical presentations and hands-on activities, and quarterly fine art exploration events.

SENIOR DESIGNER, The MayaTech Corporation, 06.2016–09.2017

Developed new brand identity and transformed visual campaigns for public health initiatives led by the Department of Health & Human Services, with primary focus being on publication design, marketing, social media and communications tasks to create and support the National Viral Hepatitis Action Plan for 2017-20. Art direction and 508-compliant design for Federal public health campaigns/initiatives in collaboration with executive Federal stakeholders in the Office of HIV/AIDS and Infectious Disease Policy. Branding, digital publication design; social media marketing design; print & digital materials/presentations; UI consultation for HHS blog.

Education + Prof Dev

Liberty University, 2004 Bachelor of Arts

Major: Communications

Specialization: Graphic Design

Minor: Spanish

4 year degree completed in 3 years
 with Cum Laude honors; 3.6 GPA

Anne Arundel Community College, 2007

Course: HTML/XHTML/CSS

IDEO.com, 2018

Course: Human-Centered
 Design 101

ExperiencePoint, 2019

Course: Design Thinking
 Train-the-Trainer Certification

AdobeMAX 2018 + 2019

Courses:

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

Adobe XD UX Bootcamp

Adobe Aero Intro

Udemy, 2019

Course: Learning UI & UX
 Design Processes



"A pleasant and productive mix of creative insight, design flair, shrewd pragmatism and on-top-of-it communications, Bre 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



brelee.design | 410.903.6417
breleewheeler@gmail.com

References available.

ART DIRECTOR & FOUNDER

Color Wheel Creatives, 03.2006–09.2017

Owned all responsibilities of boutique graphic design studio, providing full-scope branding, marketing and communications design for over 150 personally-procured clients. Project management for 15-30 jobs at a time, with broadly varying parameters. Print, digital, presentations, exhibits, displays, illustration, advertising, social media, user interfaces. Start to finish, design project assessment, execution and brand management for mostly small business brands; Defined business goals, user needs, messaging parameters, etc. and translated into impactful designs; Front-end web development, originally done with Dreamweaver and/or text editors from scratch, and later with CMS tools like Wordpress or SquareSpace. Developed relationships with clients, vendors, marketing, developers and production team.

Subcontracts with JPGreze, Ltd. & Sandpiper Marketing:

Brand and marketing design for local restaurants, coastal home builders, private education, hospitality, florals, real estate, spa boutiques, boardwalk restaurants, athletic/personal training, nutritionist, & medical companies. Full-scope brand voice and management, including interior design consultation.

GRAPHIC DESIGNER, Engine Performance, 2007–2010

3 year series of successful, short-term graphic design placements for: TNS-Global, Amerock Hardware, and Zazzle.com.

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

Modeled new programming software strategies for data processing team; coached for integration 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; conducted trainings and skill testing for team; defined configurations for press operations. Secondary focus on corporate brand and marketing support. *(Laid off due to economic crisis)*

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

Learned and utilized PrintNet software and C++ language on the job, for use in intricate, variable data, direct marketing materials in the insurance industry. Extreme accuracy required and achieved. Wrote, modified and verified triggers with C++ code to meet requirements; Trained others in procedures and software usage. *(Laid off due to economic crisis; immediately referred to ABIS, Inc.)*

GRAPHIC DESIGNER, Poteet Studio, 2005–2006

Hands-on, fast-paced environment in which to learn and practice design principles, best practices, and receive mentoring in effective small business operation, directly from a highly-skilled, in-demand art director and fine artist. Collaborative graphic design services for several 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 who poured production knowledge into staff. Branding, print and large-format design with extensive proofing, pre-flighting, photo editing, clipping paths, etc.

MARKETING & GRAPHICS ASSISTANT

Sodexo Food Services, 2003–2004

Development of event and venue marketing signage 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

PAAC II Internship, supporting Hubble Space Telescope and Technical Information Services Branch as a graphic designer. Designed event and aerospace mission marketing collateral in creative team environment; Represented NASA at National Convention for the Blind.

Tech + Skills

Adobe Creative Suite

InDesign (expert)
Illustrator (expert)
Photoshop (expert)
Fresco (expert)
Aero (expert)
XD (moderate)
Dimension (moderate)
Premiere (basic)

.....

Visual Design & Comms
Brand Voice & Storytelling

Storyboards & Wireframes
Project Management
Design Thinking Training
Creative Strategy
HTML & CSS
Google Analytics
Hubspot
Print & Digital
Events & Tradeshows
Experience Design
Web & Social Media
Wordpress
Photo / Video Direction

