

# BREWHEELER

STRATEGIC / FLEXIBLE / PROLIFIC / CREATIVE DIRECTOR

*Brand & Design | Digital Marketing & Social | Experience Design  
Healthcare | Technology | Government | Industry Mentorship*

## EXPERIENCE

### **CREATIVE DIRECTOR, SENIOR DESIGNER** | NewWave, 03.2017–Present

Joined in 2017, as a senior design resource within Business Development (BD) team. Initially split time 60/40 between BD and corporate marketing and brand needs. Currently leading Creative Services team. Leadership on enterprise-wide brand identity, visual story-telling, digital marketing, social media, user interfaces, tradeshow experiences and communications in healthcare technology industry.

#### *Key achievements:*

- Leading team in visual design, branding, motion graphics, experience design, augmented reality, web, social media, wireframes, storyboards – to regulate and elevate brand awareness and user interactions
- Architected UX, designed UI of and maintain all facets of intranet staff portal
- Wholistic experience design for HIMMS conference 2020, including multi-level, 1,500sq. ft. tradeshow space, marketing materials, signage, in-booth events, social media, videos, swag, touchscreens, augmented reality experience
- Provided branding, digital marketing campaigns and communications support to 4 product teams (Imersis, Traferium, myCareAI, SAFHIR) and 3 startups/incubation labs (Onyx, iQuartic, SAFFRON Labs) within enterprise
- Overhauled social media design process and improved analytics on 4 channels: LinkedIn, Twitter, Instagram and Facebook
  - *Social Metrics in first 6 months: Audience up 5%, Interactions up 153%, Impressions up 117%, Shares up 125%, Clicks up 945%*
- Developed design methods/processes for complex infographics, presentations and publications designed for procurement awards totaling over \$800M for federal agencies including CMS, CDC, DOE, VA, USDA and more.
- Earned certificate to train in IDEO's Design Thinking methods; applied this by leading three 2-day training sessions for approximately 30+ staff members.
- Founded Creative Community of Practice (CCoP), to give staff opportunity to foster innovative thinking and try new things; planned and hosted 28+ activities in 3 years, including topical presentations, creative agility exercises and hands-on creative exploration events; grew to over 100 members
- Developed healthy team ecosystem from which to serve enterprise stakeholders and develop skills among visual designers, motion graphics artists, animators, web designers/developers, social media/digital marketing/events specialists

### **SENIOR DESIGNER** | MayaTech Corporation, 06.2016–09.2017

#### *Key achievements:*

- Developed brand identity for National Viral Hepatitis Action Plan for Office of AIDS, HIV & Infectious Disease Policy (OHAIDP), within HHS
- 508-compliant publication design with social media and blog campaign support



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## EDUCATION / PROF DEV

### **LinkedIn Learning, 2020-22**

*Continuous upskilling & growth in:* Design leadership, Design Strategy, Illustration, Motion Graphics, Typography, Human-Centered Design, UX Style Guides, Social media lead generation.

### **ExperiencePoint/IDEO, 2019**

Certified Design Thinking Trainer

### **Udemy, 2019**

UI & UX Design

### **AdobeMAX 2018 + 2019**

Adobe XD UX Bootcamp  
Adobe Aero Intro Intensive

### **Acumen/IDEO, 2018**

Human-Centered Design 101

### **Anne Arundel Community College, 2007**

HTML/XHTML/CSS

### **Liberty University, 2004**

B.A. Communications  
Graphic Design specialization  
Spanish minor

*Cum Laude, 3.6 GPA*



*"A pleasant and productive mix of creative insight, design flair, shrewd pragmatism and on-top-of-it communications – Bre is everything you want in a visual business partner."*

- Vice President of Design, TNS Global



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## **ART DIRECTOR, FOUNDER** | Color Wheel Creatives 03.2006–09.2017

Owned and operated a boutique brand and marketing studio, procuring and serving over 150 accounts. 1500+ projects.

### **Key achievements:**

- Defined and designed branding, presentations, exhibits, illustration, ads, social media, user interfaces, web design
- Built up MD and NC-based brands including restaurants, home builders, spa/pool brands, private education, hospitality, florals, authors, real estate, boutiques, personal training, nutritionists, events, non-profits, medical & dental offices
  - **Key accounts:** Guarisco Gallery DC, Gene Lilly Pools, Sandpiper Marketing, Riviera Spas, Park Deli, Annapolis Area Christian School, Chesapeake Happenings Magazine
- Managed all small business operations and finance

## **GRAPHIC DESIGNER** | Engine Performance, 2007–2010

### **Key achievements:**

- Supported team at TNS-Global with digital marketing and visual communications, and Amerock Hardware with catalog publication design and production
- Designed e-cards and digital stationery for Zazzle.com
- Honed ability to flexibly join teams and adapt quickly to their brand guides, team culture & business processes

## **SOFTWARE & MARKETING** | ABIS, INC., 2007–2008

### **Key achievements:**

- Trained data processing team in integration of new software into live workflows with minimal disruption
- Coached team in use of C++ scripting
- Defined new configurations for press operations
- **Secondary focus:** Corporate brand design and marketing

## **FORMS DEVELOPER** | AEGON, 2006–2007

Created variable-data, direct marketing insurance materials for AEGON, which is now **TransAmerica**.

### **Key achievements:**

- Utilized PrintNet software and C++ language
- Wrote, modified and verified triggers with C++ code with extreme levels of accuracy
- Trained colleagues in procedures, software and language

## **GRAPHIC DESIGNER** | Tech-Express, 2004–2006

Designed in brand, design and display design shop for several local accounts, including Advance Auto, Virginia Tech, Virginia Bioinformatics, Mealey's Furniture, Weiman Furniture, and two HGTV home design celebrities. Also subcontracted to support Poteet Studios – a prolific art direction and design studio focused on retail and wholesale furniture clients.

### **Key achievements:**

- Performed brand, marketing, print and large-format design
- Honed extensive production and photo editing techniques
- Received direct instruction/mentorship in small business operations, design and production best practices

## **MARKETING ASSISTANT** | Sodexho, 2003–2004

### **Key achievements:**

- Directly mentored by Marketing Director in design, and on-site installations for all campus dining venues at Liberty University, including a convenience store, pizza shop, main dining hall, café, and food court containing 3-4 more small restaurants within it.

## **GRAPHIC DESIGN INTERN** | NASA, Summer 2003

### **Key achievements:**

- Completed full-time internship at Goddard Space Flight Center, supporting Hubble Space Telescope and the Technical Information Services Branch (TISB) with design and production for program marketing collateral, posters, swag, certificates, invitations and publications.

## **Tech Skills**

### **ADOBE CREATIVE CLOUD**

Illustrator  
InDesign  
Photoshop  
XD  
Premiere  
Fresco  
Aero  
Dimension

### **ADDITIONAL INDUSTRY TOOLS**

Google Analytics  
HTML & CSS  
Hubspot  
Lytho  
WPEngine  
Wordpress