

BREWHEELER

STRATEGIC BRAND DESIGN & COMMUNICATIONS

*Brand & Design | Strategic Communications | Experience Design
Business Development | Government & Commercial Tech*

DIRECTOR, COMMUNICATIONS & BRAND, Business Integra, 11.2022–Now

Serving as visual designer, front-end Wordpress web developer, social media designer/manager/content strategist/copy editor with a focus on creating a holistic brand experience across multiple companies and technology products. Executed a comprehensive transformation of the corporate brand identity and voice of the BI's legacy enterprise in the federal technology consulting industry, as it bloomed into its large business status – within my first 9 months.

- Conducted interviews and brand audit/assessment for brand refresh planning.
- Built out and executed a strategic communications & brand transformation plan.
- Modernized brand identity across all touchpoints & created new branding for SaaS products, several related entities (joint-ventures, managed services, etc).
- Created processes, design systems and design/web/content deliverables for new intranet portal, new BD library in SharePoint, design and web reviews for joint-venture and related entity websites, social media engagement strategy and **new corporate website**.
- Provided in-house, subject-matter expertise in design, branding, design thinking, human-centered design and digital marketing expertise for growth-minded executives, internal teams and corporate initiatives.

VP, DIGITAL SERVICES & BD OPERATIONS | NewWave, 03.2017–11.2023

Served as Creative Director, *plus* managed additional responsibilities as a strategic conduit for cross-team communications between the Business Development and strategic Brand Communications teams. Managed business development personnel and acted and as a streamliner of capture and proposal team operations in the pursuit of federal contracts, tech startup clients, and SaaS product marketing.

- User-centered design leadership, process improvements, design systems, and healthy ecosystem for capture, proposals, design and digital marketing teams.
- Elevated brand awareness through visual design, branding, motion graphics, **experience design, augmented reality, web, social media, wireframes**
- Architected UX, designed UI for **intranet staff portal**
- Executed holistic **experience design for industry tradeshow**, including multi-level, 1,500sq. ft. booth, marketing materials, in-booth events, social media promotion, videos, swag, touchscreens, augmented reality experience
- Overhauled social media design process, content and analytics; improved web domain authority
- Developed **complex RfX infographics** and presentations for procurement awards totaling over \$800M.

SENIOR DESIGNER | MayaTech Corp, 06.2016–09.2017

Developed federal initiative's brand identity, 508-compliant publication and digital communication assets for **National Viral Hepatitis Action Plan** – for the Office of AIDS, HIV & Infectious Disease Policy (OHAIDP) within **HHS**. Worked alongside team of researchers and directly represented this work on-site in DC, to federal customers within HHS. *1 year government contract came to a natural close.*



(e) breleewheeler@gmail.com

(w) Portfolio: brelee.design

(c) 410.903.6417

EDUCATION

ExperiencePoint / IDEO, 2019
Certified Design Thinking Trainer

Anne Arundel Community College, 2007

HTML/XHTML/CSS

Liberty University, 2004

Bachelor's Degree / Major:

Communications & Graphic Design
Minor: Spanish

Cum Laude, 3.6 GPA

Continuous Learning:

LinkedIn Learning

Udemy.com

Acumen / IDEO

SkillShare.com



“Bre brings a pleasant and productive mix of creative insight, design flair, shrewd pragmatism and on-top-of-it communications.”

– VP of Design, TNS Global

ART DIRECTOR, FOUNDER | Color Wheel Creatives, LLC
03.2006–09.2017

Owned and operated a boutique brand and marketing studio/ agency, procuring and serving **over 150 accounts**. 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 for LLC

GRAPHIC DESIGNER | Engine Performance, 2007–2010

- 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 as a consultant and adapt quickly to their brand guidelines, culture & processes

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

- 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**. 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 & Poteet Studio
2004–2006

Designed all visual outputs in branding, print 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. Subcontracted to support Poteet Studios – a prolific art direction and design agency, focused on retail and wholesale furniture clients.

MARKETING ASSISTANT | Sodexo, 2003–2004

Directly mentored by Marketing Director in brand design and on-site installations for all campus dining venues, *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

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 & Systems

Adobe	Industry	Lytho
Illustrator	Constant Contact	Microsoft O365
InDesign	Google Analytics	TechnoMile
Photoshop	Google Workplace	Vimeo
XD	HTML & CSS	Wordpress
Premiere	Hubspot	WPEngine
Fresco		
Aero		



When the artist is alive in any person, whatever [their] kind of work may be, [they] become an inventive, searching, daring, self-expressive creature... [They] disturb, upset, enlighten, and open ways for better understanding. Where those who are not artists are trying to close the book, [they] open it and show there are more pages possible.”

– Robert Henri, *American Painter*