

BREWHEELER

BRAND DESIGN & EXPERIENCE STRATEGIST

Dynamic and results-driven Designer and Director with 20+ years of experience in executing innovative marketing strategies, driving brand awareness, and ensuring customer engagement. Proven expertise in leading cross-functional teams, leveraging consumer insights & trends, and optimizing brand positioning & messaging. Expert in Brand Strategy Development, Visual Design, Brand Storytelling, and Performance Metrics.

RECENT EXPERIENCE

DIRECTOR, COMMUNICATIONS & BRAND

Business Integra, Inc. (BI) / 11.2022–Present

- Served as visual designer, UX web designer, WordPress content developer, social media designer/manager, content strategist, press writer, and copy editor.
- Focused on creating and elevating holistic brand, and customer experience by transforming Business Integra's brand identity in federal technology consulting.
- Conducted brand audit, developed strategic communications and transformation plan, modernized brand identity across all touchpoints, and developed UX/UI deliverables for various platforms (websites, intranet portal, resource libraries)
- Provided in-house expertise in visual and UX/UI design, brand, design thinking, human-centered design, interior design, and digital marketing.
- Achieved a successful transformation of BI's brand identity, enhancing brand recognition and consistency across all platforms. Increased steady and qualified website traffic and domain authority.
- Quadrupled LinkedIn following from 8,800 to 40,000 in 1.5 years and significantly increased social media engagement on three platforms.

VP, DIGITAL SERVICES & BD OPERATIONS

NewWave Technologies (NW) / 03.2017–11.2023

- Served as Creative Director, designer, digital marketer, and internal-facing Business Development team and operations leader.
- Managed and assessed performance of Business Development personnel, streamlined capture and proposal operations per Shipley principles.
- Provided user-centered design leadership, improved design and digital marketing processes, and developed brand design systems.
- Elevated brand awareness through visual design, branding, motion graphics, experience design, augmented reality, web, social media, and wireframes.
- Architected UX and designed UI for intranet staff portal in SharePoint.
- Planned and executed digital and analog experience design for tradeshows.
- Overhauled social media design processes and presence, and corporate website.
- Successfully redesigned and enhanced team operations across two teams, improved brand awareness, and delivered impactful tradeshow experiences.
- Developed complex procurement RFx infographics and presentations.
- Contributed to procurement awards totaling over \$800M, increased social media engagement, and improved web domain authority.



breleewheeler@gmail.com

BreLee.design

410.903.6417 (c)

EDUCATION

Design Thinking Certification

ExperiencePoint / IDEO

Human-Centered Design Course

IDEO

HTML/XHTML Course

Anne Arundel Community College

Bachelor of Arts in Communication, and Design; Spanish Minor

Cum Laude, 3.6 GPA

Liberty University

CORE COMPETENCIES

Brand Strategy Development
Market Research & Data Analysis
Visual Design & User Interfaces
Design Thinking Methodologies
Customer Experience
Tradeshows & Branded Interiors
Communication & Brand Voice

INDUSTRY SECTORS

Government & Defense
Technology & Cybersecurity
Public Health & Wellness
TTRPG Gaming
Food, Dining, & Retail



SENIOR DESIGNER | MayaTech Corp, 06.2016–09.2017

- Developed comprehensive brand identity, an 80 page, 508-compliant publication, and digital communication strategy and marketing assets for the federal government's [National Viral Hepatitis Action Plan](#) for 2017-2022.
- The NVHAP project was a 1 year, government consultation, working on a federal initiative under the Office of AIDS, HIV & Infectious Disease Policy (OHAIIDP), within **HHS**. Directly represented this work on-site in DC, to HHS agency clients, alongside a team of public health researchers.
- Successfully educated the American public on health disparity groups most affected by viral hepatitis and AIDS, and community interventions available.

ADDITIONAL EXPERIENCE

ART DIRECTOR & STUDIO FOUNDER | Color Wheel Creatives, LLC

GRAPHIC DESIGN CONSULTANT | Engine Performance

PRINT & MARKETING CONSULTANT | ABIS, Inc.

VARIABLE DATA FORMS DEVELOPER | AEGON Direct Marketing Systems

GRAPHIC DESIGNER | Tech-Express, Inc. & Poteet Studio

MARKETING ASSISTANT | Sodexo Dining Services

PAAC II GRAPHIC DESIGN INTERN | NASA Goddard Space Flight Center



breleewheeler@gmail.com

BreLee.design

410.903.6417 (c)

**TECHNOLOGY
& SYSTEMS**

ADOBE CREATIVE CLOUD

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Adobe Premiere
Adobe Express
Adobe Fresco

SOCIAL

Facebook
Hubspot
Instagram
Later.com
LinkedIn
TikTok
Vimeo
X / Twitter
YouTube

OTHER

Constant Contact
Google Analytics
Google Workplace
HTML & CSS
Lytho
Microsoft O365
TechnoMile
Wordpress
WPEngine



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*