

BRANDI ANN ARNOLD

WORK HARD. TRUST OTHERS. BE KIND.

CONTACT

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EDUCATION

Bachelor of Journalism

University of Nebraska–Lincoln
Advertising and Public Relations
Chi Omega Fraternity

SKILLS

Design

Branding
Design guideline creation
Logo creation
Layout
Print, email and web design
Typography
Basic HTML/CSS

Tech

Adobe Creative Cloud
Figma, Sketch
Asana, Trello
InVision, Wake

Management

Biweekly one-on-ones
Critiques and reviews
Promotion and level calibration
Weekly workload allocation

General

Attention to detail
Collaboration
Communication
Leadership
Planning
Presentation
Problem solving
Time management

EXPERIENCE

JAN 2021-PRESENT

Manager, Brand Design *at Hudl*

I help cultivate a strong creative environment while developing the skills of my reports and enforcing important design systems and processes. I assign projects and provide feedback to team members, craft and track career development, set department goals, and collaborate with external agencies and freelancers as needed. I'm a "working manager" so while I help my team members grow and be challenged, I'm also in the weeds designing right alongside them every day.

DEC 2018-DEC 2020

Sr. Brand Designer *at Hudl*

I initiated and executed high-impact design solutions while also creating design systems that enabled our team to move faster and more efficiently. I identified areas of improvement in our systems and thus created our global brand guidelines. In this role I also led four interns, one of which joined our team full-time.

JAN 2016-DEC 2018

Brand Designer *at Hudl*

I implemented unique design solutions for all Hudl services (corporate, brand, sports, products, sales, community, clinics) and maintained brand consistency across web design, print materials, proposal decks, internal board documents, videos and social graphics. This required working closely with various stakeholders, project managers, strategists, content producers, interactive designers and developers to complete projects on time and lead to better interactions at every touchpoint in a customer's journey.

JAN 2014-DEC 2015

Creative Manager *at Hurrdat*

I conceptualized and implemented unique creative solutions for 30+ clients to help them reach their digital marketing goals. Most often I created social campaign graphics, proposals, analytics reports, advertisements, websites, and original photoshoots. I also helped create a summer internship program and mentored each graphic design intern throughout their tenure.

Clients: Boomer Esiason Foundation, Bryan Health's CapitalMOM, Joe Flacco, NGC Group, Omaha Steaks, opendorse, Pinnacle Bank

JUN 2012-JUL 2012

Creative Intern *at Dalton Agency*

I helped creative directors craft campaign proposals while also maintaining existing work in contract. I focused on traditional advertising like billboards, magazine ads, digital ads, and coupons while also proposing new logos and collateral.

Clients: American Heart Association, Colt Manufacturing, Jacksonville Jaguars, Jacksonville Zoo & Gardens, McDonald's, Wounded Warrior Project