Brittany Steiner
Graphic · Web · UX/UI

650-315-1464
bsteiner.design@gmail.com
bsteinerdesign.com

DESIGN EXPERIENCE
Remote / Jan 2017 - Current

Recent Client Projects

Digital Marketing Collateral / Geek Admissions
Created social media advertisements to drive traffic to company webinars. Re-designed the logo, produced digital flyers, and created blog templates to grow newsletter subscriptions and free consultation appointments.

Website Redesign / Xanda McCagg
Redesigned client website and restructured 17 pages, focusing on clear navigation, and integrated an online store for a high-ticket art inventory of over $307,000. Composed and sent the *New Website Launch* newsletter to the mailing list of 245 contacts.

Internal Web Design / Combs Enterprises
Designed an internal onboarding website that enhanced productivity by collaborating closely with the Head of Culture to identify workflow inefficiencies.

Spec Projects

App Concept Design / GoPro
Customized a content sharing feature that enhances community engagement by removing the number of likes to focus on comments. Compiled the like, save, and comment button into a Floating Action Button to achieve a minimalist design.

App Design Challenge / Vibely
Designed a vibrant user interface that empowers self-expression for Generation Z. Built a mind map of keywords based on thorough research to gain insight on the targeted audience.

MARKETING EXPERIENCE
Hotel Shattuck Plaza / Jan 2015 - May 2020

Marketing Coordinator

Created all digital and print collateral including flyers, events signage, business cards, brochures, and menus, while ensuring brand consistency across all communication assets.

Established signature experiences from concept to completion, including physical installments such as pop-up museums to engage guests. Tailored the social media strategy around each unique event.

Launched all social media accounts and grew each to about 1k followers through competitive analysis, taking charge of photography, and creating a content calendar.

SKILLS
Print Design

Digital Design

Illustration

Brand & Identity

Logo Design

Image Manipulation

User Research

Prototyping

Wireframing

SOFTWARE
Photoshop

Illustrator

Adobe XD

InDesign

Sketch

Lightroom

EDUCATION
Jun 2016 - May 2020
Graphic Design to Transfer
Berkeley City College

CERTIFICATION
Nov 2017
Graphic Design
California Institute of the Arts on Coursera