

Brittany Land

BrittanyLandDesign.com

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EDUCATION

KENDALL COLLEGE OF ART AND DESIGN

GRAND RAPIDS, MI

Bachelor of Fine Arts, Graphic Design, May 2021

President's List 2018-2021

3.81 GPA

GRAND VALLEY STATE UNIVERSITY

GRAND RAPIDS, MI

Graphic Design, 2017-2018

Dean's List 2017

ACHIEVEMENTS

- 2024 Campaign for NDSS featured in Daily DOOH, Tasty Ad, OOH Today, Disability Scoop & Investing.com
- 2024 Winner of nation wide OUTFRONT t-shirt contest.
- 2021 1st place in OUTFRONT's Rev Up, A company wide quarterly competition for best quarterly creative.
- 2020 Voted by fellow peers as having best concept & execution for a phone application in Digital Media at Kendall College of Art and Design.
- 2018 Color and Design portfolio chosen and displayed as an exemplary portfolio at GVSU.

SKILLS

SOFTWARE: Illustrator, InDesign, Photoshop, XD, Microsoft Office, Procreate, AI software (ChatGPT & FireFly), able to work with both iOS and Windows.

OTHER: Illustration, oil & acrylic painting, thumbnailing/sketching/drawing, ceramics, film & digital photography, photo manipulation, copy writing, concepting.

INDUSTRY EXPERIENCE

OUTFRONT DENVER - SENIOR ART DIRECTOR

FEB 2024-CURRENT

Lead creative in the OUTFRONT Denver Market; creating full campaigns, assisting clients with production of outside work, and presenting weekly creative updates to the Denver office.

Working as a lead in the midwest regional market by taking on additional overflow jobs, training of new creatives, and point of contact while other designers are OOO.

OUTFRONT DETROIT - GRAPHIC DESIGNER

2021- FEB 2024

Developing OOH and mobile campaigns in a high paced environment for a variety of clients both local & national, using compelling imagery and copy.

Practiced extensive client interaction; which includes conducting discovery calls, pitching initial creative, and collaborating on revisions to reach a final campaign.

Prepared final files and communicated with printers to be ready for production.

Represented OUTFRONT on a national Brand Builder presentation discussing the power of OOH with DTC brands.

Member of OUTFRONT Detroit Employee Involvement Group, helping to plan office activities, offer solutions to employee concerns & working to elevate the overall office culture.

FREELANCE DESIGNER

2017-CURRENT

Working for various entrepreneurs, businesses, and artists to create branding, advertisements, print media, identity, logos, album artworks, and merchandise.

KCAD ADVANCED ADVERTISING STUDY

2021

Worked under guidance of Outfront VP/National Creative Director to create a fully branded company and integrated advertising campaign.

KCAD STUDENT AIGA MEMBER

2021

Attended multiple seminars, lectures, and group critiques with other student designers.