F K.

BRIANA FINK

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BABYBATBRI

BRIANA HARING-FINK

GRAPHIC AND INTERACTIVE DESIGN

KATE SPADE DIGITAL PRODUCTION DESIGNER

MARCH 2020 - PRESENT

Execute, build and prep files for release to the email-marketing and web platforms; includes homepages (desktop and mobile) and seasonal marketing projects. Assist in the creation of visual aspects of marketing materials including emails, banners, landing pages. Work with the wider creative team to develop processes that promote quality and manage workload effectively, recommending more efficient, time saving methods when applicable. Collaborate with the Creative team to ensure creative deliverables are correct and up to brand standard. Proactively solve production/creative related issues. Implement design and copy changes to files quickly and accurately. Resolve any artwork and quality issues that arise during production. Help develop and manage photography and creative assets database, organizing photo and design assets, archiving and maintaining of past projects.

TARTE COSMETICS JR. DIGITAL GRAPHIC DESIGNER

JUNE 2019 - MARCH 2020

Working independently with retail team while also managing project schedules and due dates with Retail and Tarte.com teams. Provide creative and design support for a wide range of digital projects including but not limited to Digital Marketing (homepage, emails, display banners ads), social media assets, and GIFs. Design and manage artwork updates across tarte.com and global retailer sites, including product hero shots, category and promo images (Sephora US + INTL Ulta, Macys, Beauty Brands, Etc.) Ability to color-match and retouch assets, specifically cosmetics. While also create silos, masks and paths of all product hero images.

FREELANCE

VICTORIA'S SECRET FREELANCE GRAPHIC DESIGNER

AUGUST 2018 - MAY 2019

Helped support the Senior Designer in editing approved digital assets for use on VS.com and across all digital marketing programs to localize content for targeted countries and regions. In addition, helped create new assets for International audiences such as Display Ads, Emails & Direct Mail. Understanding of email layout, information hierarchy and slicing.

REVLON CREATIVE SERVICES FREELANCER

MAY 2018 - AUGUST 2018

Worked on brands such as Almay, Mitchum, and Revlon. I helped with rendering merchandising elements into new retail and in-store concepts, special events and presentations. Along with creating web-based materials banners, site design and assets. While also helping the production team with mechanicals, displays, and packaging.

INTERNSHIPS

REVLON CREATIVE SERVICES INTERN

JANUARY 2018 - MAY 2018

Assisted with packaging concepts for a new cosmetics launches and renderings for sell in meetings. Helped with updated designs for existing packaging. Helped out with countless marketing requests for die-line comps and assisted with Almay social media concepts.

JENNY YOO MARKETING GRAPHIC INTERN

JANUARY 2018 - MAY 2018

Assists in the design, typography and layout for marketing materials, creative content and photography research. Assist with the development of blogs, emails, social media and re-sizing imagery.

EDUCATION

Moravian College
2015-2018
Graphic and Interactive Design
Northampton Community College
2012-2015
Fine Arts

SKILLS

Production
Photo Editing
Project Management
Web Deesign
Social Media

PROGRAMS

Photoshop
Illustrator
Sketch
InDesign
After Effects