

Briana Bates

Brooklyn, NY | 929-949-5108 | Briana.design | BatesBDesign@gmail.com

EXPERIENCE

BDG Media

New York, NY

Junior Designer, 2020-2024

2018 – 2024

- Collaborated with managers, writers, and marketers to conceptualize, design, and develop brand identities and compelling social media assets.
- Produced engaging visual materials for over 100 newsletters, targeting weekly subscribers of 200k, and developed 30 marketing visuals for affiliate marketing campaigns.
- Introduced streamlined procedures across 8 BDG platforms to ensure comprehensive production of hero images resulting in the timely publication of 200+ articles monthly.
- Consistently monitored e-commerce design trends & industry shifts to maintain appropriate aesthetics for design templates.

Photo Editor, 2018 – 2019

- Leveraged knowledge of Adobe Creative Suite to skillfully retouch, mask and adjust lighting on more than 2000 images.
- Utilized knowledge of typography to seamlessly incorporate copy into design layouts and marketing materials.
- Optimized expertise in photo composition and visual hierarchy to enhance the impact of 3500 Pinterest pins across 4 BDG platforms.
- Managed large volumes of images efficiently; culling, organizing, and keywording for easy access.

Coach

New York, NY

Digital Production Artist

2016 – 2017

- Meticulously produced more than 500 digital assets to build brand equity, elevate product storytelling, and drive commercial results across digital channels.
- Gained experience in pairing typefaces to create cohesive and user-friendly web pages, e-invites, web banners, and newsletters across Coach international markets.
- Collaborated cross-functionally with designers, copywriters, and project managers to ensure project requirements were met and assets delivered on time.
- Gained proficiency in design software such as Adobe Photoshop, Illustrator, and InDesign.

SKILLS

Adobe Photoshop, Illustrator, InDesign
Typography

Figma
E-commerce Marketing

Photo Editing & Composition
Web Design

EDUCATION

St. John's University

Queens, NY

BS in Advertising Communications, Media Graphics

2016

Pratt Institute

Brooklyn, NY

Graphic Design Certificate

2024