



Brianne Velardi

Graphic Designer

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B2B Marketing Designer | The Knot Worldwide

March 2022–current

Leads design for WeddingPro B2B brand under the direction of a design manager to define the brand's visual style while finding ways to innovate and expand the use of existing design elements. Conceptualizes and executes creative marketing campaigns, delivering assets across multiple channels such as email, social media, direct mail, experiential design, landing pages, and other digital components. Collaborates closely with internal teams to ensure strategic goals and objectives are met, resulting in increases to lead generation.

Graphic Designer | David's Bridal

August 2020–March 2022

Developed unified omni-channel assets for print and digital projects including editorial pieces, signage, functional designs for website, social media, packaging, large scale booth displays, and marketing collateral. Supervised and managed a team to spearhead seasonal and promotional in-store signage across 4 countries, delivering high-quality work under tight deadlines. Crafted brand identities for internal brands and ensured consistency across print, packaging, and digital channels to reinforce brand messaging and image. Leveraged innovative ideas and design techniques to create effective marketing collateral, resulting in consistent recognition for quick turnarounds and exceptional work.

Junior Graphic Designer | David's Bridal

September 2015–August 2020

Led successful full brand standards overhaul, modernizing typography, updating color palettes, and implementing new media. Revamped in-store signage across 300+ global locations, putting consumer needs first under a strict budget. Collaborated regularly with internal teams to prototype and develop innovative solutions for environmental graphics, ecommerce packaging, and print collateral.

Designer | Arcadia University

January 2014–September 2015

Conceptualized and designed effective marketing materials for print and web-based media, ensuring brand consistency and meeting project goals. Played a key role in developing comprehensive branding packages for university events, resulting in increased event attendance and engagement.

Education

Arcadia University
August 2011–May 2015
B.F.A. in Graphic Design
Magna Cum Laude

Skills

Print Design
Digital Design
Branding
Environment Design
User Experience
Packaging
Organization
Time Management
Layout Composition
Communication
Adaptability
Problem Solving

Tools

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe XD
Figma
Google Suite
Microsoft Office
Slack
Asana
Jira
Basecamp
InVision
Trello
Splash
Unbounce