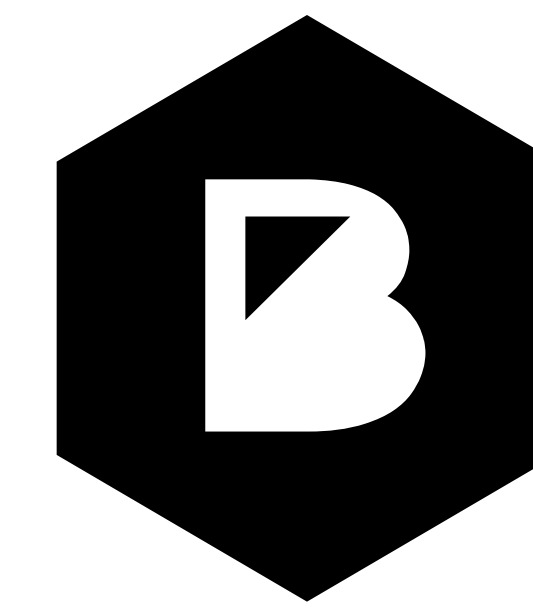


Brianne Velardi

Senior Designer | Brand Art Director

briannevelardi.com | briannevelardi@gmail.com

linkedin.com/in/brianne-velardi | Pennsylvania, USA



April 2025–current

Brand Art Director, B2B | The Knot Worldwide

Directs WeddingPro's visual identity as brand gatekeeper and co-author of the global brand book. Translates complex business priorities into high-performance visual narratives that exceed engagement benchmarks across digital, print, and environmental channels. Standardizes production workflows through Figma and WordPress optimization to increase team efficiency. Partners cross-functionally to deliver integrated, full-funnel campaigns while mentoring the design team on strategic rationale and innovative solutions.

March 2022–April 2025

Marketing Designer, B2B | The Knot Worldwide

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

August 2020–March 2022

Graphic Designer | David's Bridal

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.

September 2015–August 2020

Junior Graphic Designer | David's Bridal

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.

January 2014–September 2015

Designer | Arcadia University

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.

Skills

Creative Direction
Brand Strategy
Brand Identity Systems
Stakeholder Collaboration
Creative Mentorship
Workflow Standardization
Cross-functional Agility
Omni-channel Design
Experiential Design
Print Production
UX/UI Design

Tools

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

Education

Arcadia University
B.F.A. in Graphic Design
Magna Cum Laude