

Brett Witherspoon

Designer | Branding | Graphic Design | User Experience
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Enthusiastic and dedicated designer eagerly seeking opportunities to contribute my skills, creativity, and passion to make a positive impact in the design industry. I am committed to continuous professional growth and collaborating with like-minded individuals to create impactful and visually captivating designs that resonate with audiences.

SKILLS

Design: Graphic Design, Product Design, Environmental Design

Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Miro, SketchUp, Sketchbook, MS Office

EXPERIENCE

Junior Graphic Designer at Aramark Collegiate Hospitality, UCI Dining, Irvine, CA October 2022 - Present

- Developed visually appealing menu boards for UCI Dining, effectively showing a wide range of food options and promotions.
- Created engaging social media content, including graphics and videos, increasing user engagement and brand awareness.
- Designed eye-catching posters and printed materials for on-campus events, driving student engagement and awareness.
- Collaborated with marketing and culinary teams to conceptualize and execute creative campaigns that align with the department's goals.
- Utilize Adobe Creative Suite to design high-quality visuals that meet client expectations and brand guidelines.
- Designed Graphics and collateral leading to a 257% increase over previous years FlexDine Reload campaign (meal plan sales).
- Played a key role in achieving a notable rise in instagram followers from 5490 to 8138 followers, a 37% increase.

Guest Service Attendant/Trainer at Target, Orange, CA April 2018 - October 2022

- Manage team members, create schedules, and ensure smooth front-end operations, creating an efficient team delivering great customer service.
- Performed cash office duties and closing procedures, maintaining accurate financial records.
- Provide exceptional guest service, handle cash transactions, and assisted with order pick-up and drive-up services, delivering a punctual experience for guests.
- Contributed to fulfillment, style, general merchandise, and receiving roles as needed, showing versatility and adaptability.
- Demonstrate leadership skills by training and mentoring new team members, fostering a productive work environment.

Cashier at Target, Orange, CA August 2017 - April 2018

- Processed transactions accurately and efficiently, providing friendly customer service and ensuring customer satisfaction.
- Assisted guests with order pick-up services, demonstrating strong organizational and multitasking abilities.
- Collaborated with team members to achieve store goals and deliver exceptional service.

EDUCATION

Bachelor of Arts in Design 2020 - May 2022

California State University Long Beach, Long Beach, CA
Cum Laude With honors

Associate of Arts in Fine/Studio Arts 2016 - 2018

Santiago Canyon College, Orange, CA
With honors & Departmental Honors

Associate of Arts in Liberal Arts: Humanities and Communication 2016 - 2018

Santiago Canyon College, Orange, CA
With honors

PROJECTS

Kitchen Caddy

- Designed and developed Kitchen Caddy, a solution to kitchen organization with an all-in-one storage for counter tops, combining functionality and aesthetic appeal.
- Utilized 3D design skills to create a visually appealing and practical storage solution that effectively organized kitchen essentials, improving accessibility and efficiency in the kitchen.

Fit Cam

- Conducted research to understand user preferences, and competitors to inform the app's development.
- Designed Fit Cam, a workout and nutrition tracking app, emphasizing user experience and intuitive design.

Rift Kitchen

- Led branding efforts for Rift Kitchen, a concept nonprofit company that aims to alleviate food insecurity among students by providing free meals. Developed visual identity to create a welcoming and inclusive environment on the CSULB campus.
- Collaborated with a team to create a branded environment for Rift Kitchen, to ensure all students felt at home and comfortable. Designed a visually appealing space that incorporated the brand's values and mission.
- Utilized strong leadership skills to guide the team in the branding process, fostering effective collaboration and communication. Successfully implemented the brand strategy across various touchpoints.

PORTFOLIO



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