



BRIANA STERBAKOV

GRAPHIC + BRAND DESIGNER

CONTACT

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EDUCATION

Bachelor of Arts
Advertising + Public Relations
Concentration in Design
Minor in Communication
University of Tampa | May 2009

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Adobe Bridge
Adobe Express
Microsoft Office
Google Suite
Asana
Trello
Harvest
Slack
Canva
Wix

SKILLS

Print + Digital Design
Project Management
Branding + Identity
Typography
Logo Design
Composition + Layout
Content Creation
Social Media Management
Stationery Design
Marketing Collateral Design
Photo Editing / Manipulation
Digital Art

PROFILE

Creative and innovative graphic designer with 8+ years of professional experience in the art and design industry. I'm a self-starter with a proven track record of taking initiative and seeing projects through from conception to completion.

I take pride in the quality and craftsmanship of my work rather than just doing it to get it done - with a keen eye for aesthetics and detail.

My desire for growth and experience is always expanding and my hunger for opportunities and possibilities are limitless.

PROFESSIONAL EXPERIENCE

Freelance Designer | August 2020 - Present | Briana Rae Designs

- ◆ Develop, design, and produce original brand identities and strategies for clients.
- ◆ Research and develop graphics to support creative strategy and execution.
- ◆ Produce compelling creative solutions across all channels both digital and print.
- ◆ Design and manage social media content to increase reach and attract users.
- ◆ Present design work at various stages to clients for review, revisions, and final approval.
- ◆ Create engaging and visually appealing on-brand graphics based on clients design direction.
- ◆ Maintain awareness of new trends in design techniques to ensure the best possible solution for clients.
- ◆ Designed templates and managed clients social media accounts which revamped brand image and increased initial engagement and reach by 3,000%.

Senior Designer | April 2013 - July 2020 | JVA Art Group

- ◆ Created custom digital art packages based on the direction and inspiration given by each client.
- ◆ Meticulously inspected all designs for errors before files were prepped for production.
- ◆ Recommended revisions to ensure a cohesive design for the overall space while respecting the client's design direction and ideas.
- ◆ Produced an organized moodboard presentation for each project that showed the client's inspiration, color palette, and furnishings next to each piece of art. This allowed the client to visually see how the artwork tied in with their space.
- ◆ Removed dust marks, cropped, adjusted hues, colors, brightness, shadows, contrast, and retouched imperfections using different techniques and tools such as the clone stamp, liquify, and spot healing brush.
- ◆ Responsible for the initiation, planning, design, execution, and closure of all assigned projects while working within tight deadlines.
- ◆ Managed multiple large-scale projects simultaneously from start to finish which included: providing quotes, invoices, crating costs, scheduling of installation and deliveries, and prepping print samples for approval.