

# BREANN BRACEWELL

Digital Designer

## CONTACT

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**Portfolio:** www.breannbracewell.net

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## PROFESSIONAL EXPERIENCE

### Freelance Designer | 2021– Present

- Designed and updated websites using Wix, WordPress, and Shopify for clients across industries.
- Created print collateral including flyers, vinyl signage, packaging, and book design for self-published authors, fully compliant with digital and print production standards.
- Developed digital graphics and branded content for social media, email campaigns, and client marketing materials.
- Tools: Figma, Adobe Illustrator, InDesign, Photoshop, KDP, Canva, Shopify, Wix, WordPress

### Website Specialist | 2024–Present

#### Digital Content Solutions

- Designed and maintained websites for DCS and its clients using Wix.
- Created social media graphics and client print materials to support marketing campaigns.
- Supported business growth through cohesive brand visuals across digital and physical platforms.

### Digital Media Specialist | 2024–2025

#### US Resist News

- Redesigned the homepage using the Divi framework in WordPress to improve usability and engagement.
- Sent weekly email newsletters to subscribers via Constant Contact.
- Designed original article graphics and formatted reporter submissions for web publishing.

### Founding Product & Graphic Designer | 2023–2024

#### CannaGo

- Led complete rebranding, including logo design, visual identity, and brand guidelines.
  - Independently designed the app UI/UX and website, including features like rewards and Apple Pay.
  - Created physical and digital assets: t-shirts, stickers, vinyl signage, and in-store promotional materials.
  - Supported the creation of detailed project reports and documentation for senior stakeholders
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## EDUCATION

### Kennesaw State University | 2016–2020

#### Bachelor of Science in Interactive Design

- Minor in Technical Communication
- Cum Laude

### Savannah College of Art and Design | 2021

#### Design Management Program

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## MISC. CERTIFICATES

### Ordained Minister | 2015

Universal Life Church