

# BRITTANY ODOM

*graphic designer*

## HELLO!

I am a creative graphic designer with a passion for turning trends into unforgettable designs. Fueled by pop culture, bad puns, and a never-ending curiosity for what's next.

## BFA | Graphic Design

May, 2020 | Academy of Art University,  
San Francisco, CA

## Soft Skills

- Creative Problem Solving
- Adaptability
- Collaboration
- Communication
- Time Management
- Attention to Detail
- Trend Awareness
- Open to Feedback
- Innovation
- Leadership

## Hard Skills

- Adobe Photoshop
- Adobe Illustrator
- Prototyping & Mockups
- File Management & Versioning
- Product Development
- Trend Research & Forecasting
- Packaging Design
- Visual Design
  - Typography
  - Vector Art
  - Digital Illustration
  - Traditional Illustration
  - Branding & Visual Identity

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**P:** 707.266.4531

**L:** Los Angeles

JUN 2023

## GRAPHIC DESIGNER | PUNCH STUDIO, CULVER CITY, CA

- Collaborated with major retailers such as TJMaxx, WorldMarket, and Nordstrom Rack, staying ahead of industry trends and tailoring designs to align with market demands—expertly translating trend insights into compelling products that resonate with consumers
- Developed original artwork for products, ensuring cohesive merchandising and high-quality execution across collections.
- Experienced in working with a variety of materials and embellishments, including vegan leather, canvas, embroidery, and tip-ons, to create visually appealing and high-quality products.
- Collaborated with the Creative Director and Art Directors to align designs with buyer's vision, incorporating feedback and direction.
- Coordinated the full design process from concept to completion, overseeing dieline and artwork setup, defining embellishment specifications, reviewing samples, and providing follow-up feedback to the factory to ensure high-quality execution.
- Led design team initiatives to improve workflow efficiency and enhance

JUN 2023  
JUL 2019

## GRAPHIC DESIGNER | DESIGNTHIS, NAPA, CA

- Created websites from start to finish. Including site architecture, ideation, sketching, design, prototyping, and backend assistance.
- Developed marketing materials such as brochures, catalogs, calendars, wine tasting notes, stationery, postcards, posters, order forms, menus, and more.
- Managed a social account for the studio as well as for a client. This included creating a calendar, strategy, graphics and copywriting.
- Worked with printers to develop skills in print production, including how to set up files for die cutting, embossing, foiling, and more.
- Gained relationships with clients and worked with them on taking their ideas and turning them into marketing materials for print and digital projects.

REFERENCES AVAILABLE UPON REQUEST