

Brynna Fisher

INDUSTRIAL, PACKAGING, & BRAND DESIGN

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609.977.4372

EDUCATION

Pratt Institute

Industrial Design & Psychology

FALL 2020 - SPRING 2024

Glasgow School of Art [Exchange]

Product & Brand Design

SPRING 2023

Princeton Day School

FALL 2016 - SPRING 2020

PROFESSIONAL EXPERIENCE

Tarform Inc Design, Operations, and Marketing Associate

MAY 2022 - NOVEMBER 2022

- Spearheaded the development of organizational and design systems that enhanced operational efficiency and laid a foundation for scalable business growth, streamlining workflows and facilitating seamless communication across departments
- Managed and executed a strategic social media campaign that led to a 700% growth in followers, elevating brand visibility and increasing engagement through innovative and visually engaging content creation
- Conducted in-depth data analysis to optimize design and social media strategies, identifying trends and adjusting brand messaging to better resonate with the audience
- Engaged in cross-functional collaboration with sales and design teams, gaining comprehensive knowledge of the full design lifecycle from initial ideation to final execution
- Established strategic partnerships with industry leaders, including TheArsenale and GreenTech Festival, leading to events and brand activations that drove future revenue and expanded brand presence

SexGenLab Graphic Design Intern

JANUARY 2021 - JUNE 2021

- Designed visually compelling social media content, using research on market trends and competitor strategies to ensure the brand's online presence was both relevant and engaging
- Created a range of marketing materials, such as flyers, brochures, and newsletters, ensuring accuracy, brand consistency, and high visual quality across print and digital mediums
- Supported brand outreach efforts by developing graphics that adhered to brand standards, reflecting key messaging, and engaging the target audience

PRESENT ASSIGNMENT

Tru Fragrance & Beauty Freelance Designer

OCTOBER 2024 - PRESENT

- Collaborated with the design team to develop creative and visually appealing packaging concepts for beauty, skincare, and fragrance lines, ensuring alignment with brand guidelines and market appeal from ideation through to final presentations
- Developed high-fidelity 3D renderings and comprehensive SolidWorks models for packaging, creating realistic visuals that support product pitches and technical turnovers for production feasibility
- Produced detailed technical drawings and documentation for fragrance and beauty packaging, working closely with cross-functional teams to refine designs, address challenges, and optimize product development
- Translated creative briefs into compelling physical product designs, utilizing a keen understanding of brand identity, color theory, and design principles to enhance visual storytelling and customer appeal
- Managed multiple projects simultaneously, adhering to deadlines and maintaining high standards in design quality and execution, while quickly incorporating feedback and revisions

CERTIFICATIONS

INSIDE LVMH Luxury Goods Certification

JULY 2023

Gained insights into how design shapes brand identity, with a focus on the heritage, exclusivity, and sustainability of luxury brands. Developed a deep understanding of luxury market strategies, customer engagement, and high-quality craftsmanship that ensure long-term brand loyalty

Udacity UX Nanodegree

AUGUST 2023

Acquired skills in user-centered design principles, accessibility, and UI/UX best practices. Focused on creating interactive prototypes, conducting usability testing, and applying design psychology principles to enhance user experience and optimize visual design for accessibility

TOOLS

Design Tools: Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign), SolidWorks, KeyShot, Blender, Figma, and other digital design tools used for packaging, rendering, and high-fidelity mock-ups

Core Strengths: Advanced knowledge of typography, color theory, layout principles, mock-up creation, attention to detail, adaptability, and a flexible approach to evolving design priorities; skilled in rapid feedback incorporation and proactive communication with cross-functional teams to ensure alignment and project success

ACHIEVEMENTS

Class of 2024 Outstanding Merit Award

Presidential Merit Scholarship

President's List (GPA: 3.8)

Rowena Reid Kostellow Scholarship Nominee

Student Choice Award Nominee

Congressional Art Competition Honors

Scholastic Art & Writing Award Winner

