

Brianna Gilmartin

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Art Director | Illustrator | Senior Designer

Art director, illustrator, and designer with a proven track record of creating high quality visuals for editorial and publishing projects, digital content, and branding campaigns. A love of learning and a passion for creating imagery that connects with people.

Clifton Strengths are **Intellection, Empathy, Ideation, Adaptability, and Strategic.**

WORK EXPERIENCE

Health Union • Philadelphia, PA, USA

01/2022 – 06/2023

Art Director/Senior Designer

- Art director/Senior Designer and Illustrator for 4 communities : Migraine.com, IrritableBowelSyndrome.net, AlzheimersDisease.net, and SpinalMuscularAtrophy.net
- Art directed creative design, digital content, and illustrations for 3 communities simultaneously
- Designed editorial projects, 3–6 illustrations weekly for publication schedule, UX/UI projects, social assets, icons, banner ads, calls to action, prompts
- Designed advanced creative work such as marketing assets, E-mail, and promotional materials, bringing ideas to life across all touch-points while being clear, compelling, and on-brand
- Created visual designs and concepts that contributed to increased engagement on site and on community social media channels while elevating design standards
- Acted as UX point person for large projects, demonstrated strategic thinking, and identified opportunities for innovation, frequently collaborating with other creative partners on the team
- Conceptualized, pitched, and initiated experimental creative projects that positively impacted page views and attracted new users
- Collaborated on project kickoff meetings, campaign directions, and creative brief writing
- Utilized various digital mediums to create visual assets and make revisions to library of assets
- Utilized data to create social media assets for Instagram and Facebook to analyze the best engagement tactics to increase brand visibility and lead to user growth
- Provided thoughtful feedback, mentoring, and art direction to junior design team members when reviewing creative work
- Created designs for communities with visual and emotional sensitivities and ensured accurate, diverse representation of life with disabilities
- Responded to the needs of the communities, researched and stayed on top of important topics, growth opportunities, and challenges within communities to create engaging and relevant content
- Edited WordPress website and imagery for featured collections, HUB, and CAS sites, and placed inline imagery into articles

Dotdash Meredith • NYC, New York, USA

09/2018 – 12/2021

Illustrator

- Designed a wide range of visual assets, including headers, infographics, social assets, GIF animations, and illustrations, for various brands under the Dotdash umbrella, including Verywell Health, Mind, Family, Tripsavvy, The Spruce, Spruce Eats, Spruce Home, Spruce Pets, Lifewire, Byrdie and Brides
- Created 15+ illustrations in 1 month for 3 years, elevating the company's visuals
- Managed 10+ projects simultaneously

- Designed graphics and typography on infographics including copy placement, title placement, and hand-done title typography
- Followed brand guidelines and style guides including brand colors, logos, and image parameters to create compelling, engaging, on-brand designs
- Developed well-known brand, Verywell's, illustration/infographic style, enhanced brand identity, made the Veywell style recognizable as bright, colorful, informative, curated imagery on each article
- Spearheaded the Verywell News homepage project as the first illustrator on the homepage team and go-to illustrator for quicker turnaround homepage illustrations
- Develop and refine deliverables by obtaining feedback editors, art directors, clients, and stakeholders
- Initiated skill-sharing sessions on the Visual Asset Team to promote team bonding, learning opportunities, and innovation

Freelance Illustrator and Art Director
01/2011 - Present

Self Employed

- Produce high-quality illustrations and comics for diverse editorial and publishing clients, maintain a strong work ethic and meet tight deadlines while consistently delivering exceptional work to clients
- Demonstrate versatility in writing and illustrating content across various genres and styles to meet client needs
- Collaborate with publishers, art directors, and design teams to create compelling and consistent illustrated visuals for children's books
- Created comics regularly for The Lily (Washington Post), one of these comics (Addiction) landed on the front page of Apple News when published, leading to a Podcast segment on "Thank You Heartbreak" where I delved into the themes of the comic with the host.

SKILLS

Adobe Creative Suite, Adobe Photoshop, Analytical Thinking, Art Direction, Asana, Brainstorming, Character Design, Collaboration, Comics, Composition, Animation, Content Creation, Copywriting, Creative Solutions, Design Trends, Digital Design, Drawing, GIF Animation, Graphic Design, Hand Lettering, Illustration, Infographics, Innovation, Mentoring, Motion Design, Painting, Procreate, Sequential Storytelling, Sketch, Social Media, Squarespace, Storyboarding, Storytelling, Strategic Thinking, Typography, Vector Art, Versatility, WordPress, Concept Art

EDUCATION

Bachelor Of Fine Arts Illustration
05/2011

University Of The Arts • Philadelphia, PA, USA

PUBLICATIONS

Cthulu is Hard to Spell: The Terrible Twos

Wannabe Press

Cthulu is Hard to Spell

Wannabe Press

Dirty Diamonds, BEING

Dirty Diamonds

Dirty Diamonds, SEX

Dirty Diamonds