

BRIGITTA FITZGERALD

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SUMMARY

Laser-focused designer and creative director with over 7 years of experience in the marketing industry. Utilizes fresh perspectives, solution seeking, and swift execution both independently and collaboratively to foster creative innovation. Experienced with managing teams to produce purposeful and engaging design campaigns to drive companies and set a competitive edge to boost success.

WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

MARCH 2022–MAY 2023

Aisle Rocket | Chicago, IL

- Straddled the realms of design and direction to transform concepts into creative solutions and achieve client objectives
- Governed 2-10 projects at once both independently and as a senior creative by forecasting creative bandwidth and outcomes
- Successfully managed a team of 3 direct reports to oversee several product launches, supporting and assisting cross-brand
- United with 1-2 external agencies to align on creative visions and ensure consistency across all 25+ assets
- Directed a wider team of 10+ freelancers, video producers, photographers, developers, and copywriters to address project needs
- Developed and implemented solutions for improved interdepartmental communication to increase creative productivity by ~25%
- Designed and presented concepts and decks to retain existing clients and win 1 new prospective client
- Established, enhanced, and directed brand standards for creative across 3 accounts to elevate clients against competitors
- Collaborated with the account, production, and development teams to verify budgets and achieve 8+ timely product launches

SENIOR GRAPHIC DESIGNER

APRIL 2019–MARCH 2022

ANDX | Chicago, IL

- Earned a title promotion after 1 year by proving my dedication to improving quality of work and client satisfaction
- Filled in as the Creative Director upon their departure, assuming those responsibilities for 2 years to ensure operations ran seamlessly
- Led the internal brand redesign that produced enhanced engagement for the company with a 4-5% increase in likes
- Cut overtime by 50% and boosted efficiency by establishing vital changes to the Creative Department's infrastructure and SOP's
- Trained 3 incoming creatives on those newly established standard operating procedures to facilitate the onboarding process
- Managed the entire creative team of 2 dedicated designers and additional 2-3 freelancers guaranteeing client needs were met
- Supervised and approved project work to provide direction through constructive feedback and avoid production errors 95% of the time
- Maintained a continuously positive relationship with over 30 clients to retain their business across 4 years

GRAPHIC DESIGNER

MARCH 2018–APRIL 2019

ANDX | Chicago, IL

- Developed spatial transformations for over 30 domestic and international work spaces to improve employee retention and satisfaction
- Refined the brand identity of over 5 clients in varying industries to better reach their desired customer base and increase revenue
- Prototyped wireframes and subsequent designs for 4 internal and external digital programs to quantify customer experiences
- Completed projects with 150+ wall skins on extremely tight deadlines without compromising quality to exceed client expectations

GRAPHIC DESIGNER

JULY 2016–FEBRUARY 2018

Rockit Ranch Productions | Chicago, IL

- Regulated the creative operations of 7 venues by working cross-team to organize, create, and execute up to 15 events per month
- Planned 12+ fresh marketing collateral designs each week to encourage customers to purchase event tickets and/or patronize the venues
- Photographed over 15 events, venue promotions, and food and beverage shoots to supplement creative and advertising material
- Juggled up to 6 projects at once but never faltered to get a job done by the deadline to keep timelines on track

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

AUGUST 2011–MAY 2015

BFA in Graphic Design, 3.7 GPA

SKILLS

CREATIVE

Branding and Visual Identity, Advertising and Marketing, Digital and Print, Environmental, Experiential, UI/UX, Packaging, Typography, Illustration, Photography, Adobe CC, Figma

LEADERSHIP AND TEAMWORK

Collaboration, Communication, Adaptability, Problem-solving, Reliability, Delegation, Supervision, Creative and Art Direction, Concept Development, Strategy, Project Management, Mentorship, Innovation