

brandy blonde bangs

BRANDY BORCICKY • DESIGNER

BRANDYBLONDEBANGS.COM 251.753.0773 HI@BRANDYBLONDEBANGS.COM

WORK

Cabi

February 2016—Present • Los Angeles

\$230M; Direct-sales women's fashion company

Junior Graphic Designer

- Concept and design collateral for e-mails, events, blog posts, social media, banner ads, print, online newsletter, and logos
- Sole designer for Cabi Outlet Stores, which includes conceptualizing and designing window signage, store layouts, e-mails, banner ads, and other miscellaneous retail pieces
- Photo research and retouching

Carter's | OshKosh B'gosh

December 2014—December 2015 • Atlanta

\$4B; The largest branded marketer in the United States and Canada of apparel for babies and kids

eCommerce Designer

- Concepted and designed homepages, landing pages, e-mails, social media assets, banner ads, animated GIFs and logos
- Lead Designer for Carter's 150th Birthday
 - Concepted and designed the animated homepage logo, kickoff homepage, and e-mail for the campaign
 - Concepted and designed social media assets for Birthday Sweepstakes that received over **88,000** entries and grew Instagram and Twitter accounts over **25%**
- Trained new employees and was the lead for digital production, including slicing and releasing files

GO! Experience Design

July 2014—September 2014 • Atlanta

\$10M; Full-service event and experiential design agency

Freelance Designer

- Designed various collateral for Porsche and Accademia di Moda
- Chose promotional items for company branding

EDUCATION

The Creative Circus

October 2012—September 2014 • Atlanta

Two-year portfolio-building educational program

Art Direction and Design

- Concepted and designed campaigns and projects for various advertising and graphic design, including interactive, branding, print, typography, motion graphics, social media, and illustration
- Student Ambassador and Unofficial Social Chair

University of Alabama

August 2008—May 2012 • Tuscaloosa

Bachelors in Communications and Information Sciences

- Major in Advertising with a Double Minor in Studio Art and Business
- President's List and Dean's List
- Alpha Omicron Pi Sorority: Recommendations Chair and Assistant T-Shirt Chair
- Alpha Delta Sigma Advertising Honor Society

SKILLS

Photoshop • InDesign • Illustrator • After Effects • Details
Typography • Color Theory • Social Media • Strategy
Layout • User Experience • Organization • Copywriting
Branding and Identity • Illustration • Photography • Retail
Digital Production • Fashion • Event Planning • People

INTERESTS

Fashion • Social Media • Blogging • Astrology • Reading
Slam Poetry • Jazz Brunches • Hand Lettering • Writing