




# SAVANNA O'BRIEN


// GRAPHIC DESIGNER

## CALL ME

412.818.3960  
savanna@savygraphics.com  
savygraphics.com

 savygraphics

 @savygraphics

 @savygraphics

## EDUCATION

Degree of Bachelor of  
Science in Visual Effects  
& Motion Graphics  
Art Institute of Pittsburgh  
Graduated June 2009

## EXPERTISE

LOGO DESIGN

BRAND DESIGN

PRINT & DIGITAL  
PRODUCTION

PRESENTATIONS

MOTION GRAPHICS

EVENT PRODUCTION

WEB DESIGN

PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

PREMIERE PRO

KEYNOTE

MICROSOFT OFFICE

## I LOVE WHAT I DO

With over 13 years of professional graphics and media experience, I am a creative challenger who collaborates, deciphers, generates, and directs striking visual solutions for design ventures. My eye for innovative media production constructs my work to have a fun spark, yet a professional edge, that propels my designs, videos, and illustrations to the forefront of the industry.

## PAST GIGS

### FREELANCE MULTIMEDIA DESIGNER

Savy Graphics | 2009 - Present

Create innovative designs to elevate and differentiate branding, marketing, and advertising initiatives. Construct highly engaging, complex animations for a diverse array of media. Adaptable, organized, detail-oriented, and results driven with an excellent work ethic; strong time management and interpersonal skills.

### GRAPHIC DESIGNER | ANIMATOR

INVNT | Washington, DC | Jun 2014 - March 2016

Collaborate with members of the Production and Creative teams to launch client products, build brand allegiance, and align organizations with target audiences worldwide. Translate verbal and written concepts into presentation form. Enhance brands through visual storytelling while maintaining brand standards and guidelines. Adapt all designs to a variety of client aesthetics.

### GRAPHIC DESIGNER

Borc+zDixon | Crofton, MD | Nov 2012 - May 2014

Decipher the client's business needs and use innovation to redefine a design brief within the constraints of cost and time. Generate concepts, graphics and layouts for collateral, company logos and branding, as well as videos and websites to suit the client's design needs. Regulate size and arrangement of illustrative material and copy, font style, and size. Review final layouts and suggest improvements if required. Liaise with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.

### GRAPHIC DESIGNER | VIDEO GRAPHIC ARTIST

Digital Management, Inc. | Bethesda, MD | Jun 2011 - Nov 2012

Plan, analyze, and create visual solutions to unique corporate and government communications problems. Invent the most effective way to get messages across in print and electronic media using color, type, illustration, video, photography, animation, and various print and layout techniques. Compose promotional displays, packaging, and marketing brochures for products and services; design distinctive logos for products and businesses and develop signs and signage systems. Responsible for generating animations, product and service demos, and videos of general corporate overviews.

### GRAPHIC ARTIST | VIDEO ASSISTANT

Lurn, Inc./JuJuQ, Inc. | Gaithersburg, MD | Apr 2010 - Feb 2011

Spawned visual solutions to the communication needs of clients using a mix of creative skills and commercial awareness; as well as assembled raw video into a finished product suitable for broadcasting.

## INTERESTS

WEIGHTLIFTING

CYCLING

RUNNING

COOKING

CRAFT BEER

GAME NIGHTS

CONCERTS

PLAYS & MUSICALS

FESTIVALS

PARTY PLANNING

## RECENT PROJECTS

### VIRTUAL CORPORATE EVENTS

Event Production Agencies | Multiple Locations

The Live Event industry, like many others, was forced to adapt during the global COVID-19 pandemic. As large-scale in person events were banned during this period, the industry shifted its strategy and focused on developing the traditional productions in virtual online spaces that were well beyond the average Zoom meeting. Assisting Broadstreet and INVNT with this monumental task, Savy Graphics helped produce these events by designing the platforms, presentations, websites, and other digital content to meet client needs.

### TEA & HONEY MACARONS LOGO & BRANDING

Tea & Honey Macarons | Cheyenne, WY

I was tasked with creating logo and brand elements from scratch for a new small business. It was essential for the logo to represent their unique flavors and exclusive baking methods. The style of the logo needed to be modern, trendy, and simple while capturing the customer's attention.

The ampersand became the primary element and focus of the design representing the moments a customer may experience while enjoying their macarons.

Several variations of the logo were created to be used across print, digital marketing, and packaging. The color pallet chosen for their branding was inspired by herbs and spices.

### INVESTITURE CEREMONY PRINT PRODUCTION

Vanderbilt University | Nashville, TN

In partnership with an INVNT creative team, we developed a bold and sophisticated print production for Vanderbilt's Investiture Ceremony.

The formal ceremony marked the official transfer of leadership to the university's ninth chancellor, Daniel Diermeier, signaling a new chapter of continued excellence. This was the perfect occasion for the university to reveal their new branding architecture.

Using the updated logos and elements from the brand guidelines, we designed signage and print material needed for each distinct event throughout the three-day celebration.

*You can view all these works and more on [savygraphics.com](http://savygraphics.com).*

## REFERENCES

### BILL LINDSTROM

Executive Director, Arts Cheyenne

307.222.4091

[bill.lindstrom@artscheyenne.com](mailto:bill.lindstrom@artscheyenne.com)

### CLAUDIA TRESSLER

Executive Producer, IMC

646.765.8969

[claudiat@IMCexperiences.com](mailto:claudiat@IMCexperiences.com)

### DEVIN CASTALDI-MICCA

Manager of Creative Resourcing, INVNT

806.424.7872

[dcastaldimicca@invnt.com](mailto:dcastaldimicca@invnt.com)

### JORDAN DEAN

Creative Director, Warehouse Twenty One

307.459.0577

[jordan@warehousetwentyone.com](mailto:jordan@warehousetwentyone.com)

### PHILLIP LARSON

Executive Producer, Wilson Dow Group

202.293.3401

[plarson@wilsondow.com](mailto:plarson@wilsondow.com)