




# SAVANNA O'BRIEN

// MULTI-MEDIA DESIGNER

## CALL ME

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 savygraphics

 @savygraphics

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## EDUCATION

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

## EXPERTISE

LOGO DESIGN

BRANDING

PRINT & DIGITAL  
PRODUCTION

PRESENTATIONS

MOTION GRAPHICS

VIDEO EDITING

EVENT PRODUCTION

EVENT GRAPHICS  
OPERATOR

WEB DESIGN

PHOTOSHOP

ILLUSTRATION

ADOBE CC SUITE

MICROSOFT OFFICE

## I LOVE WHAT I DO

With over 10 years of professional graphics experience, I am a creative gladiator 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 MULTI-MEDIA 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 story-telling 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

POWERLIFTING

CYCLING

COOKING

MICROBREWS

GAME NIGHTS

CONCERTS

BEACH CAMPING

PLAYS & MUSICALS

ARTS FESTIVALS

PARTY PLANNING

## RECENT PROJECTS

### KAMIE KERN LIMA "BELIEVE IT" BOOK LAUNCH

Icon Media | Encino, CA

In partnership with Icon Media and collaboration with the author, we developed a bold social media campaign for Jamie Kern Lima's book, "Believe IT". Understanding the author's vision was critically important to ensuring that the visual promotional content effectively hit her target audience across multiple social media platforms.

### 2021 WYOLOTTO & POWERBALL DIGITAL AD CAMPAIGNS

Warehouse Twenty One | Cheyenne, WY

The Warehouse Twenty One design team and SavyGraphics were tasked with creating a digital ad campaign for WyoLotto and Powerball's latest lottery games and prizes. The collateral material was provided by W21 where I used them to develop an advertising strategy designing digital ads, email, social media marketing, and app splash pages. I continue to work closely with W21 on various projects.

### VIRTUAL CORPORATE EVENTS

Broadstreet & INVNT | NYC, NY

The Event Management 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, SavyGraphics helped produce these events by designing the platforms, presentations, websites, and other digital content to meet client needs.

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

## REFERENCES

### CLAUDIA RODRIGUEZ TRESSLER

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