



BRANDY B:RÜ RUMIEZ

ART DIRECTOR : DESIGNER : ILLUSTRATOR

BRUMIEZ.COM



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 brandyrumiez

Summary

Motivated creative professional with 15+ years of expertise in brand development, visual storytelling, and creative strategy. Proven track record of collaborating with multifunctional teams to deliver top tier print and digital media that authentically engages and inspires customers. Proficient in cultivating client relationships, motivating teams, and ensuring timely, budget-conscious project delivery. Demonstrates exceptional artistic vision, innovative problem-solving skills, and effective leadership capabilities to drive brand excellence and surpass organizational goals.

Experience

Freelance Art Director and Designer 01.14 – Present

New York Grilled Cheese Co. - Wilton Manors, FL.

- Established the foundational visual identity and comprehensive brand guidelines, unifying assets across 100% of all marketing verticals.
- Conceptualized and executed complete interior re-designs and signage for 2 brick and mortar locations, resulting in increased visual appeal and improved customer experiences.
- Led creative development of diverse marketing assets, including print materials, web banners, and social media graphics, elevating the impact of annual campaigns and 40+ product launches.

Senior Designer 07.22 – 07.23

Funky Buddha Brewery (Constellation Brands) - Oakland Park, FL.

- Spearheaded 2 taproom marketing meetings per month with 5-7 participants, fostering a collaborative environment between departments and ensuring project alignment on design work and social content initiatives.
- Collaborated seamlessly with 6 internal teams – marketing, taproom, offsite events, field marketing, sales, devising creative solutions that aligned with diverse objectives.
- Managed and organized the entire brand asset digital library, ensuring 100% accuracy and program relevancy for 500+ files used by marketing and sales teams companywide.

Designer 07.18 – 07.22

Funky Buddha Brewery (Constellation Brands) - Oakland Park, FL.

- Conceptualized, storyboarded, and animated a cross-channel digital video ad campaign for the Floridian brand, resulting in a statistically significant 5.5 point increase in Ad Recall.
- Played an instrumental role in a complete master brand redesign, adapting the agency's revamped logo and artwork across packaging for 4 core brands, and successfully retooling 100% of every major brand touchpoint assets including POS, sales and support material, and more.
- Designed beer labels for 20+ limited releases, playing an integral role in the success of innovative product launches.

Graphic Designer 12.15 – 05.18

St. Joan of Arc Catholic Church & School - Boca Raton, FL.

- Orchestrated the design and production of a 16 page weekly print publication, 1-2 targeted daily social media posts, and scheduling of 2 monthly e-mail newsletters for the church and the school.
- Designed the catalog, event signage, and bidding site graphics, for a successful annual gala and auction event two years in a row, contributing to raising a combined total of over \$15,000.

Store Graphic Artist & Sign Maker 12.14 – 09.15

Whole Foods Market - Pembroke Pines, FL.

- Led a team of 3 store artists, delegating tasks, tracking progress, and offering mentorship.
- Enhanced customer shopping experience through execution of engaging product displays and hand-drawn signage.
- Audited printed signage daily, working with department managers to make requested updates quickly.

Jr. Graphic Designer 03.12 – 12.14

Alliance Entertainment - Sunrise, FL.

- Digitally retouched physical CD booklets and converted audio files for the Music On Demand program, leading to high quality, physical reproductions of 200-300 out-of-print albums.
- Built and scheduled 2 weekly and 3 monthly e-mail blasts across multiple mailing lists.
- Developed programmatic web banner sets for featured artist releases and seasonal sales events like Black Friday promotions.

Graphic Design Specialist 05.08 – 04.10

Alliance Entertainment - Coral Springs, FL.

- Utilized brand guides and provided assets to design 25+ vibrant DVD covers for popular children's brands, including Mario Brothers, Sonic the Hedgehog, and Richard Scarry's Busytown.
- Created supporting point-of-purchase display headers and sales sheets that effectively showcased products and increased visibility at retail.

SKILLS:

- Creative Direction
- Creative Strategy
- Branding
- Illustration
- Typography
- Packaging Design
- Print Production
- Storyboarding
- Layout
- Color Theory
- Presentation Skills
- Basic Motion Graphics
- Basic Video Editing
- Content Creation
- Copywriting
- Project Management
- Communication
- Photography Styling

SOFTWARE:

- Adobe Creative Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Aftereffects
- Adobe Premiere
- Adobe Acrobat Pro
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- Trello

EDUCATION

The Art Institute
of Fort Lauderdale, FL.
March 2009
Bachelor of Science
Degree in Illustration
Awarded Best Portfolio

CERTIFICATION

Coursera
Google Project Management
Professional Certificate
In Progress