

BRITTANY MILLER

Senior Graphic Designer/Art Director

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Strategy-first senior digital designer with 15+ years across brand identity, campaign design, and multi-channel execution, with a focus on calm, premium, wellness-adjacent brands.

CAPABILITIES

- **Strategy-Led Design** - Start with goals, performance metrics, and audience insight, then turn strategy into elevated, on-brand digital campaigns that serve a clear purpose.
- **Luxe Brand Systems** - Build premium identities, guidelines, templates, and asset libraries so every touchpoint feels cohesive, high-end, and consistent across teams and channels.
- **Multi-Channel Execution** - Design web and landing pages, email campaigns, social suites, decks, print, and OOH with consistent craft and clarity.
- **Lifecycle Programs** - Create sales pages, lifecycle email, and supporting assets, then use performance to guide the next iteration.
- **Production & Quality** - Deliver vendor-ready files with meticulous prepress, QA, accessibility checks, and clean handoff specs.
- **Process & Collaboration** - Write workable briefs, set timelines and reviews, manage assets, and align cross-functional partners (marketing, product, and sales) with clear communication and reliable delivery.

Core credibility: 15+ years in design and 8 years in brand and digital marketing.

PROFESSIONAL EXPERIENCE

Art Director at Alyssa J. Dillon Inc.

Online education & digital programs company | October 2023 – Present | Remote

- **Turn marketing goals into digital concepts**, briefs, workbacks, and review cadence while aligning 6–10 stakeholders and managing 20–40 assets per launch with a monthly release rhythm and ~95% on-time delivery.
- **Design mobile-first, performance-driven assets** across web pages, email, social, events, and decks with a calm, premium feel for high-ticket programs.
- **Build and maintain brand standards**, templates, and asset libraries with accessibility checks, preflight, and clean packaging so internal teams can execute consistently.
- **Enable internal teams** with guides, reusable templates, and clear handoff specs plus a simple review cadence so campaigns can be rerun without creative drift or loss of quality.
- **Partner with marketing** to review performance data and refine UX and creative to improve engagement and conversion on D2C offers.
- **Results:** reduced manual workload by ~2 FTE through templates and automation, delivered 34–50% opt-ins with explicit consent capture, and achieved 60% post-workshop call conversion from lifecycle materials and booking flow.

Brand Designer (Consultant) at Sage & Frank

Independent brand & creative studio | 2017 – 2023 | Remote

- **Designed end-to-end brand systems** for online education, wellness-adjacent, and coaching clients, including identity, guidelines, websites, lifecycle email, social kits, campaign toolkits, and presentation systems.
- **Created reusable frameworks** and templates for digital campaigns that reduced rounds, stayed on brand, and supported calm, trustworthy, premium-feeling experiences.
- **Documented handoff specs**, decision history, and review cadence so internal client teams could rerun campaigns without me while preserving brand integrity and results.
- **Ensured accuracy** and inclusion with QA, accessibility checks, and DEI considerations across digital and print deliverables.
- **Mentored designers** on brand building, proposal strategy, and process improvement, reinforcing consistent quality and healthier workloads.
- **Results:** PedsDocTalk \$58K in week one and \$104K at six months with +85K Instagram followers • DEI Coach 10× first-launch ROI • AJD 500% one-month ROI

Studio Artist at Barkley

Full-service independent advertising agency | 2015 – 2017 | Kansas City, MO

- **Produced brand-consistent assets** across digital, print, web, executive presentation decks, and OOH for national consumer brands, supporting multi-channel campaigns.
- **Delivered vendor-ready files** with meticulous prepress, QA, and adherence to brand standards in a fast-paced studio environment.

Prepress Technician at Tabco, Inc.

Flexographic Label Production | 2012 – 2015 | Kansas City, KS

- **Executed design and prepress** workflow for flexographic press (trapping, bleeds, distortion), vendor standards, and plate output. Improved quality under tight deadlines

Early Career Experience (2007 – 2012)

- **Ran district print/design hub** (scheduling, QC, vendor/invoice/P&L, hiring). Designed collateral, juggling 30–40 concurrent projects. Designed/produced large-format print

TOOLS

- Adobe CC (InDesign, Illustrator, Photoshop, Acrobat) • Figma ramp • PowerPoint • Keynote • Google Slides • WordPress • ClickUp • Monday • Trello • Slack • Zapier • Basic CSS

EDUCATION & CERTIFICATIONS

- **Graphic Design Degree** – The Art Institute of Ohio-Cincinnati, 2007 (A.A., Cum Laude)
- **Certified Active Ally** – Entrepreneurs for Social Justice, 2021