BRITTANY MILLER

Creative Lead I Art Director I Brand Systems

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Creative leader with 15+ years of experience building scalable design systems, leading cross-functional teams, and delivering high-impact multi-channel campaigns.

Adept at transforming strategy into creative execution across digital, print, and brand experiences. Skilled in operational design, creative mentorship, and data-informed direction that connects brand strategy to measurable business results.

CAPABILITIES

- Creative Direction and Concept Development
- Cross-Functional Team Leadership
- Creative Mentorship & Team Development
- Brand Identity and System Design
- Lifecycle Marketing Campaigns
- Scalable Templates and Launch Kits
- KPI Tracking and Performance Reporting
- Creative Operations and Workflow Design
- Accessibility and Quality Assurance

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 I October 2023 – Present I Remote

- **Translated business strategy** into creative briefs, timelines, and structured review cadences
- **Directed design and copy teams** while collaborating with ads, social, and dev partners to deliver multi-channel creative
- **Built and scaled brand systems** including guidelines, templates, and reusable asset libraries
- **Defined and tracked KPIs**, presented performance insights to the CEO, and applied learnings to optimize creative strategy
- **Shipped accessible, brand-consistent assets** across pages, funnels, email, social, events, and decks
- **Results:** Achieved 34–50% opt-in rates with healthy email deliverability and 60% post-workshop booking conversion

Art Director (Consultant) at Sage & Frank
Independent brand & creative studio | 2017 – 2023 | Remote

- **Directed cross-functional creative teams** spanning design, copywriting, development, ads, and video
- **Led the development of modular brand systems**, including identity, lifecycle email programs, campaign toolkits, and presentation libraries
- **Built scalable workflows** and reusable templates that elevated quality, reduced creative rounds, and enabled seamless handoffs between strategy, creative, and development
- **Documented systems** for brand governance, asset reuse, and internal relaunches that sustained brand continuity beyond the engagement
- **Mentored designers** through the Agency Insider Circle, a program I created to support creative entrepreneurs with expert-led workshops, coaching intensives, and a curated resource library
- **Results:** PedsDocTalk: $58K in week one, $104K in six months, +85K Instagram followers. DEI Coach: 5× monthly income, 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 print, web, executive presentation decks, and OOH. Delivered vendor-ready files with meticulous prepress
- Maintained brand consistency and delivered press-ready files under tight deadlines

Early Career Experience (2007 – 2015)

- **Executed design and prepress** workflow for flexographic press (trapping, bleeds, distortion), vendor standards, and plate output. Improved quality under tight deadlines
- **Ran district print/design hub** (scheduling, QC, vendor/invoice/P&L, hiring). Designed collateral, juggling 30–40 concurrent projects. Designed/produced large-format print

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TOOLS

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