



terisa brenna

p: 813-956-2100 e: terisadesign@gmail.com w: terisadesign.com

Multidisciplinary, award-winning brand designer with 20 years experience with a nerdy obsession of brand guides.

education

Bachelor of Fine Arts in Graphic Design (with Honors) **dec.2012**
The Art Institute of Tennessee–Nashville

- Recipient of the AAF District 7 Jan Gardner Scholarship
- AAFN Scholarship and Ai-TN Foundations Scholarship

specialties

- Branding & Identity
- Research & Strategy
- Information Design

experience

REBEL – Remote (Based in Lakeland, FL)
Lead Visual Designer **jun.2021 – present**

Lead designer for a market research and strategy firm who helps disruptors grow, launch, and acquire.

- Lead the process of branding and rebranding projects for clients in B2C and B2B with an emphasis on finance, technology, wellness, and retail. Owned the process from brand workshops to concepting and all the way to brand rollout and implementation.
- Created and facilitate branding workshops along with internal educational courses.
- Responsible for digital story-telling in a variety of mediums including landing pages, website updates, social, and more.
- Designed award-winning trend reports that tell compelling stories with data.
- Elevated the Rebel brand in a comprehensive rebrand that created a clearer brand narrative and attraction to the target audience.
- Support in-house marketing and sales initiatives through impactful collateral and multi-channel campaigns.
- Contributing blog writer and editor.
- Systems builder, workflow optimizer, template slayer, and process documenter.

awards

- 2023 Gold ADDY® (3) & BENNY Award
- 2013 & 2012 Nashville Judges' Choice & Gold ADDY® Award
- 2011 Best of Show – The Art Institute of TN-Nashville
- 2011 National Student Gold ADDY® Award
- 2009 In-House Design Award – GD USA

skills

- Digital & Print Design
- Event & Environmental Design
- Copywriting

SMILEDIRECTCLUB – Nashville, TN
Contract Designer **mar.2018 – jun.2019**

Cross-functional, dynamic role in a fast-growth direct-to-consumer start-up who straightens smiles across the globe.

- Designed a wide range of media in a 360 brand experience from digital to print and experiential.
- Print, brand collateral, out-of-home advertising, packaging, internal collateral, sales, social, website, social ads, influencer materials, and more.
- Concepted and designed campaign materials for integrated event activations, flagship programming, and retail brand events in the U.S.
- Supporting role in SmileShop environmental design, large format signage, store displays, and production for U.S. stores and Australia.
- Concepted and executed digital designs and motion graphics for social channels and retail environments.

freelance

2012 – present

Branding, rebranding, and marketing design for a variety of brands and businesses. From influencers and musicians to local retail shops, consultancy firms, non-profits and more.

- Projects include brand identity, brand consulting, social, email marketing, websites, environmental, print and more



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experience (cont.)

INKED BRANDS – Bowling Green, KY

Senior Marketing Designer

apr.2016 – may.2017

Branding expert for a rapid-growth company providing e-commerce solutions for 9+ brands in categories ranging from crafting and DIY, to education, apparel, cooking and party goods.

- Brand identity design for brand partners, in-house brands and special campaigns.
- Designed results-driven email marketing campaigns; provide creative strategy and copy writing support in a fast-paced, high demand environment.
- Designed packaging, social, print, and trade show materials.

Brand Manager

jan.2015 – apr.2016

Oversaw all brand design and photography creation and production including managing a team of creatives. Ensured brand vision and identity was consistently translated in all visual communications for 9+ brands.

- Hired, trained and developed a staff of junior graphic designers + photographers on a fast track to achieve peak performance and achieve brand ownership.
- Provided art direction for styled product and lifestyle shoots.
- Contributed to the achievement of over \$1M in Black Friday sales 2015 through proactive leadership, team communication and workflow strategy.

ADVENT MARKETING – Nashville, TN

Contract Designer

july.2014 – nov.2014

Environmental design and production for an agency that specializes in experiential marketing for collegiate and professional sports arenas, athletic facilities and offices.

- Clients include Texas A&M University, Lipscomb, Penn State, University of Maryland and St. Mary's University.

REDPEPPER – Nashville, TN

Art Director/Designer

nov.2013 – may.2014

Delivered design and conceptual thinking for a wide range of projects within a digital advertising agency.

- Brand concepting, design, and execution
- Website design and pitch work
- Market research and analysis

VISUALINK CREATIVE – Franklin, TN

Designer

apr.2013 – nov.2013

Designed print and digital media for a boutique design firm.

- Print collateral, email marketing, website design and graphics
- Branding/rebranding strategy
- Event concept and design, retail display and promotions

THE BUNTIN GROUP – Nashville, TN

Studio Intern

jan.2012 – mar.2012

Worked on special projects, assisted in national ad campaign photo shoot and otherwise provided design and production support to the team.

CATALINA MARKETING – St. Petersburg, FL

Graphic Designer

sep.2009 – jan.2011

Handled all graphic production and oversaw the account for the second largest retailer in the U.K.—Sainsbury's.

- Simplified workflow with a 50% gain in efficiency through a 200% growth in production.

LERNER PUBLISHING GROUP – Minneapolis, MN

Marketing Graphic Designer

mar.2006 – apr.2009

Designed award-winning catalogs, posters, bookmarks, trade show signage and ads for a children's book publisher.

- Art directed and assisted in photo shoots, including athletes from MN Twins, MN Gophers and MN Timberwolves.
- Produced interactive book trailers, website graphics and email graphics.

ARTWAY MEDIA, LLC – Minneapolis, MN

Art Director

nov.2004 – jan. 2006

Head of creative for a local minizine publisher. Art direction and photography within a multimedia design firm start-up.

- Supervised a team of design interns and coordinated the publication of two bi-monthly magazines—lifestyle & events guide & B2B resource guide.
- Communicated directly with local restaurants, bars and entertainment venues; freelance designers, photographers and editors.

words from amazing clients

Professional references available upon request.

“

Smart designer with a diverse skillset from print to digital, UX/UI to environmental design. She's a clear communicator who's not afraid to ask questions or push-back if something doesn't make sense or is not on-brand. She's a hard worker who fully invests herself into the goals of the pieces she's involved with to ensure their success. When I'm leading a multi-faceted project, she's my first pick on the team. Rockstar!!

Josh Shearon
Art Director, Creative
SMILEDIRECTCLUB

“

Terisa's experience and expertise is evident in her fast turnarounds and spot-on instincts on branding. She has the ability to run with little to no direction from my clients and execute on-point for them, minimizing back-and-forth during crunch time. She has proved her value time after time and has saved my butt on multiple occasions, contributing to the overall success of my events. Furthermore, I am absolutely in love with my new logo and brand refresh!!

Stephanie DeMatos
Owner, Lead Event Producer
SOCIALIZE EVENT CO.

words from amazing clients

Professional references available upon request.

“

I've had the pleasure of working with Terisa for 9+ years between several different business ventures including my own upscale barbershop. She is my most trusted ally when it comes to branding and my go-to resource for all graphic design needs. Her collaborative nature makes her a joy to work with and comforting to know she is always invested in your end goal and success. I highly recommend her to anyone!”

Tom Gaudreau
Senior Vice President, Sales & Marketing
QUOVANT

“

Terisa understood the SmileDirectClub brand on an intimate level I hadn't seen from any of our contractors before. More than that, she understood our customers and connected with the “why” behind our brand's mission. Her creative and collaborative skills make her a joy to work with and was a beloved, highly valued team member.”

Josh Hernandez,
Executive Creative Director
SmileDirectClub