

BRIANA MCNAMARA *designs*

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Chicago-based creative director with a good sense of humor and passion for using human-centered design for positive change.

EXPERIENCE

BP

Creative Director

Drive the creative strategy and execution of global branding initiatives. Oversee the development of integrated campaigns across digital, print, and experiential platforms, ensuring brand consistency and innovative storytelling. Collaborate with cross-functional teams to elevate BP's visual identity, driving engagement and brand awareness in diverse markets.

January 2024—Present

CRATE AND BARREL

Senior Art Director, Brand Design

Managed the creative brand team and set the creative direction for all Crate & Barrel visual brand materials, including seasonal campaigns, high-profile collaborations, and PR packages. Led design execution for print, digital lookbooks, in-store marketing, and digital assets like website UX, social media and email, ensuring cohesive execution across platforms.

August 2022—January 2024

CRATE AND BARREL, KIDS BRAND

Senior Designer + Art Director

Led creative concepts for seasonal campaigns and collaborations for Crate & Kids, a Crate & Barrel brand. Art directed photoshoots and designed sets, incorporating imagery into marketing materials with a focus on digital media. Oversaw all aspects of visual execution, ensuring cohesive brand representation across platforms.

June 2020—August 2022

PEOPLEDESIGN

Designer

Worked as a designer for a leading creative agency, specializing in brand strategy and identity systems. Designed across print, digital, UX, web, and social media platforms, while also art directing photo and video shoots for major brands. Developed comprehensive design solutions that aligned with clients' brand vision and strategic goals.

February 2018—June 2020

PIPER & GOLD PUBLIC RELATIONS

Creative Strategist

Led creative direction for all client projects, managing a team of designers and driving both digital and print design strategies. Identified opportunities for visual storytelling, resulting in a 20% increase in clientele and earning 20+ design awards.

February 2016—February 2018

BRIANA MCNAMARA DESIGNS

Creative Director + Artist

I run my own business, offering creative direction across markets, including work for clients like the Detroit Tigers and Lucasfilm Ltd. Projects span brand identity and strategy development, UX and web design, photo and video art direction, and more. Additionally, my abstract art, created through intuitive painting, has been featured in Apartment Therapy, WSJ and other publications, with gallery exhibits across the Midwest.

September 2013—Present

EDUCATION

MICHIGAN STATE UNIVERSITY

BA Advertising

Creative Design Specialization
2012—2016

KENDALL COLLEGE OF ART & DESIGN

CE Fine Arts

Drawing, Sketching and Painting
2018

SKILLS & INTERESTS

DESIGN

Print and digital design, photo and video art direction, branding and identity, layout, typography, print production, and UX design

TECH

Adobe Creative Suite, WordPress, Webflow, CSS, Google Analytics, Sketch, InVision

FOR FUN

Interior design principles and trends, digital illustration, studio art principles, teaching and education

RECOGNITION

One Club Beijing Bronze Pencil (1)
American Advertising Awards (29)
Hermes Creative Awards (8)
MARCOM Awards (14)

Work featured in Forbes, Wall Street Journal, Apartment Therapy, Domino Magazine