

BRITTANY ODOM

graphic designer

HELLO!

Graphic designer by trade, visual problem-solver by passion. I love turning ideas into eye candy—fueled by caffeine, curiosity, and a drive to create meaningful design.

BFA | Graphic Design

May, 2020 | Academy of Art University, San Francisco, CA

Soft Skills

- Creative Problem Solving
- Adaptability
- Collaboration
- Communication
- Time Management
- Attention to Detail
- Trend Awareness
- Open to Feedback
- Innovation
- Leadership

Hard Skills

- Adobe Photoshop
- Adobe Illustrator
- Prototyping & Mockups
- File Management & Versioning
- Product Development
- Trend Research & Forecasting
- Packaging Design
- Visual Design
 - Typography
 - Vector Art
 - Digital Illustration
 - Traditional Illustration
 - Branding & Visual Identity

JUN 2023
PRESENT

GRAPHIC DESIGNER | PUNCH STUDIO, CULVER CITY, CA

- Designed and developed original artwork for consumer products, ensuring visual consistency, brand alignment, and compliance with regulatory requirements, including UPC integration.
- Created production-ready designs using a wide range of substrates and finishes—such as textiles, specialty papers, and embellishments—while adhering to factory specifications.
- Conducted weekly trend research to inform design direction, remaining adaptable to market shifts and manufacturing changes, including tariff-related adjustments.
- Collaborated with major retailers such as TJMaxx, World Market, and Nordstrom Rack, staying ahead of industry trends and tailoring designs to align with market demands.
- Managed hundreds of products from concept to production, overseeing dieline creation, artwork setup, sample reviews, and vendor communication to ensure quality and meet deadlines. Product categories included bath, beauty, storage, stationery, packaging, tableware, textiles, and more.
- Proposed and implemented workflow improvements, including custom Photoshop actions to boost design efficiency and minimize repetitive tasks. Maintained an organized file management system to ensure clear, streamlined handoff for stakeholders and vendors.

JUN 2023
JUL 2019

GRAPHIC DESIGNER | DESIGNTHIS, NAPA, CA

- Designed and developed websites from concept to launch, including site architecture, wireframing, visual design, prototyping, and backend coordination.
- Created a wide range of marketing collateral—such as brochures, catalogs, calendars, technical sheets, stationery, postcards, posters, order forms, and menus—for both print and digital platforms.
- Managed social media accounts which included content strategy, calendar creation, copywriting, and art direction.
- Collaborated with print vendors and learned advanced print production techniques, including proper setup for die-cutting, embossing, foiling, and specialty finishes.
- Built strong client relationships, translating ideas into effective marketing materials tailored for both print and web, while maintaining brand consistency and clear communication throughout each project.

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REFERENCES AVAILABLE UPON REQUEST