

BRIANA GARDENER

DIGITAL ARTIST, GRAPHIC DESIGNER &
PHOTOGRAPHER

CONTACT

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EDUCATION

Bachelor's of Science,
Visual Communication Design
San Francisco University

Institute for Studies in Global
Prosperity, ISGP - Undergrad
Program

SKILLS

Adobe Illustrator
Adobe Lightroom
Adobe Premier
Adobe InDesign
Adobe Photoshop
Figma
InVision
Canva
Hubspot
Squarespace
Wix
Photography
Photo Editing
Video Post-Processing
Copywriting
Detail-oriented
Self-starter
Creativity |
Interpersonal skills
Flexibility

ABOUT

Briana is a digital artist, graphic designer, and photographer. Her passion is figuring out how art, communication, and storytelling can be applied intentionally and intelligently for social change. Her goal is to use her skills as a microphone to uplift and amplify voices and help share stories that inspire human connection.

EXPERIENCE

Creative Director Electo Analytics | 2020 - Present

- Lead the buildout of a data-heavy SaaS platform by acting as a liaison between engineering team and the marketing, design, business development and research teams
- Identified areas for growth and collaborated closely with the engineering team on the development and release of products including webpages, expanded platform features, etc
- Supported in the identification of needed features as well as expansion and refinement of over 50 webpages on a SaaS platform
- Initiated systems for reporting data checks, allowing the team to process hundreds of pieces of data
- Solidified the brand and voice of the company by creating and/or overseeing the development of hundreds of pieces of creative content including brandbooks, decks, webpages, digital and physical content, videos, etc
- Initiated and lead series of all-hands team to solidify the company's brand and tone, and promote unity of understanding among team members, resulting in the creation of numerous internal and external resources, including value propositions, target audience bios, etc
- Built out a set of over 100 customer and user points of contact in the form of newsletters, automatic notifications, onboarding emails, etc

Her Place Is In Co-Founder & Creative Director | 2017-2020

- Facilitated a team of 7 in collaboration with over 100 individuals and businesses to create three in-person art exhibits based on themes of unity, diversity, empowerment, and femininity that attracted over 300 people
- Coordinated, photographed, and executed digital media storytelling projects that attracted global recognition and acclaim
- Created content that reached individuals in over 25 countries and received tens of millions of likes globally as well as recognition of top brands including National Geographic, Vogue, Dove, and Goop
- Increased social media following from 0 to over 25K
- Conveyed messages centered around social change using various art forms including: photography, photo editing, storytelling, videography, and exhibitions
- Worked to extend our reach by working with youth and small business owners nationally
- Initiated and developed a virtual series of interviews and discussions on various platforms with a goal of empowering small-business owners and our community

A W A R D S & F E A T U R E S

Dove
National Geographic Your Shot
Vogue Germany
Siena Awards, 2020 -Remarkable
Photo Goop
VoyageLA
Myself Magazine
Feminist
Headstream
Morning Light
Ciel Creative Space

V O L U N T E E R I N G

Youth Animator
Junior Youth Spiritual
Empowerment Program
(JYSEP)

E X P E R I E N C E

Branding and Social Media Advisor for Small Business Cohort Morning Light | 2021

- Advised a cohort of 10 small businesses to improve their branding and social media presence
- Couseled and encouraged business owners in 1:1 sessions to assist them in reaching their goals
- Taught basic photography skills virtually to empower business owners to improve engagement on their social media platforms

Growth Intern XQ Institute | 2018

- Assisted in the buildout social media growth plans, including social outreach and community engagement, gathering and producing creative content, and creative product decks and briefs
- Initiated an interative photography campaign on Instagram
- Worked freelancers for content production
- Created various forms of digital content based on the marketing and communication team needs
- Supported in the execution and visual documentation of one of the company's largest events, gathering together students and educators from across the country
- Conducted interviews and captured portraits of students

Marketing & Communications Intern Emerson Collective | 2018

- Captured stories and company moments serving as a photographer / editor
- Used various creative outlets to help advance Emerson Collective's mission: removing barriers to opportunity so people can live to their full potential.
- Assisted in the classification and labelling of images to ensure accessibility and organization
- Engaged with team members in various spheres of the company to learn more about Emerson's values, including immigration reform, the environment, health, and other social justice initiatives,

Photographer & Editor Freelance | 2014-Present

- Work directly with hundreds of clients to plan and execute on photoshoot deliverables
- Organize and conduct countless photoshoots, including event, portrait, and product photography in a variety of locations
- Develop a large creative network and collaborate with a diverse range of clients, including individuals, models, artists, families, small-businesses, start-ups, non-profits, schools, etc.
- Managed the processing and editing of thousands of photos at a time, cropping and adjusting light and color levels using photo-editing software for optimal display