

BRYN PENNETTI

Senior Graphic Designer — 203 505 1754 — brynpennetti.com — brynclara@gmail.com

I develop creative and compelling visuals, layouts, and illustrations that connect brand identity with strategic content. I specialize in bridging design with marketing goals to drive engagement and elevate brand influence. With a strong foundation in both traditional and digital art mediums, I bring versatility to every project.

Eataly North America

2021-2026 | Brand, Marketing, Storytelling Design | *Senior Corporate Graphic Design Manager*

- Create marketing materials, presentations & decks, campaign signage, retail, and restaurant assets
- Design and coordinate small and large signage and displays
 - **Large:** subway ads, billboards, barricades and banners, permanent in-store signage, pop-up events
 - **Small:** product packaging, promotional campaign collateral, corporate documents, catalogs
- Coordinate and design activations and installations with international partners
- Create local and national web content, newsletters, and digital graphics
- Manage and direct a team of 4-5 junior designers on in-store and online content

Chashama

2018-2021 | Non-Profit Design | *Senior Graphic Designer and Media Manager*

- Created and coordinated all graphics and multi-media for artists and events, supported gallery operations
- Led the modernization of entire Chashama brand
- Managed all social media and website design
- Created printed and digital advertising campaigns for corporation and local artists
- Documented current and archival artworks for over 75+ artists

Freelancing

Sara Aharon, Author

2017-2018 | Book Design | *Graphic Designer and Illustrator*

- Illustrated a local writer's children's book while managing the technical creative processes throughout the book including book layout, typography, and printing specs

Inspired Design Accessories

2016-2017 | Product Design | *Graphic Designer, Patternmaker, Vector Illustrator*

- Illustrated full scale mock ups of cosmetic bags and accessories. Facilitated market research. Organized brand decks to present to larger organizations. Clients included SKII, Ulta, and The BCRF

Education

Parsons: The New School for Design

2014-2018, GPA 3.8 with Honors

Major; Illustration, Minor; Communication Design

School of Visual Arts, 2021

Illustration as Design with Melanie Marder Parks

Typography and Design with Adam Greiss

Skills

Adobe Suite - *High Proficiency*

InDesign, Illustrator, Photoshop, Premier Pro, Lightroom, Acrobat, AfterEffects

Social Media & Newsletters

Instagram, TikTok, Facebook, MailChimp, Twitter, Hootsuite, Wordpress, MagNews

Art Media - *High Proficiency*

Procreate, Fresco, Photoshop, Traditional Media

Microsoft Office & Copywriting

Outlook, Powerpoint, Word, Excel, et al.