

# BRYN PENNETTI

203 505 1754 — brynpennetti.com — brynclara@gmail.com — @artbybryn

## EDUCATION

### Parsons: The New School for Design

2014-2018, GPA 3.8 with Honors

*Major; Illustration, Minor; Communication Design*

### Continuing Education

#### School of Visual Arts, 2021

*Illustration as Design* with Melanie Marder Parks

*Typography and Design* with Adam Greiss

## EXPERIENCE

### Eataly

2021-

*Associate Graphic Designer*

- Create large and small scale designs implemented in-store from window display signage and menu boards to postcards, flyers, and everything in between while maintaining branding
- Update menu content weekly in all restaurants, cafes, and markets with consistent typographic elements
- Create web content, newsletters, and digital graphics
- Create content for large public and private events

### Chashama

2018-2021

*Graphic Designer and Media Manager*

- Created and coordinated all graphic designs and multi-media updated all branding elements
- Managed all social media accounts, boosted follower engagement by thousands
- Co-coordinated physical and digital campaigns with advertising and marketing department

### Sara Aharon

2017-2018

*Graphic Designer and Illustrator*

- Illustrated a local writer's children's book while managing the technical creative processes throughout the book including layout, type, and design
- Assisted with digital media management and created social media graphics and campaigns

### Inspired Design Accessories

2016-2017

*Graphic Designer and Illustrator*

- Illustrated full scale mock ups of cosmetic bags and accessories, then organized them into decks to present to larger organizations, clients included SKII, Ulta, and The BCRF
- Created mood boards, headed market research, created digital swatches and patterns

## SKILLS

### Adobe Suite

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

### Microsoft Office

Outlook, Powerpoint, Word, Excel

### Google

Docs, Drive, Slides, Sheets

### Social Media

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

### Database and Filing

FilemakerPro, Salesforce

### Traditional Art Media

Watercolor, Oil Painting, Felting, Collage, Gouache