

Bryinna Fisher

INDUSTRIAL, PRODUCT, & BRAND DESIGN

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609.977.4372

EDUCATION

Pratt Institute, Industrial Design & Psychology

FALL 2020 - SPRING 2024

Glasgow School of Art [Exchange], Product Design

SPRING 2023

Princeton Day School

Fall 2016 - SPRING 2020

PROFESSIONAL EXPERIENCE

Tarform Inc, Design and Marketing Associate

AUGUST 2022 - NOVEMBER 2022

- Part-Time Position
- Achieved significant growth in Tarform's social media following within 4 months, increasing from 19,000 to over 135,000 followers through the implementation of a well-designed strategy
- Collaborated closely with the sales and design departments to boost marketable exchanges and drive future revenue
- Successfully established valuable business relationships with key industry players through expert event planning, including partnerships with organizations such as TheArsenale and GreenTech Festival

Tarform Inc, Design and Operations Intern

MAY 2022 - AUGUST 2022

- Full-Time Internship
- Created organizational systems to set up the business for future success
- Began to take over social media strategy and integration entirely
- Analyzed data to identify trends and areas for improvement
- Acquired detailed knowledge of design processes and principles
- Demonstrated strong research and analytical skills
- Collaborated with various teams to improve communication across departments

SexGenLab, Graphic Design Intern

JANUARY 2021 - JUNE 2021

- Designed and created visual content for social media platforms
- Assisted in the design and production of marketing materials such as flyers, brochures, and newsletters, ensuring accuracy and consistency in branding
- Conducted market research and analyzed competitor designs to stay up-to-date with industry trends and develop innovative design solutions for clients

CERTIFICATIONS

INSIDE LVMH Luxury Goods Certification

JULY 2023

- Understanding luxury: Gain a comprehensive understanding of the luxury industry, including product development, market strategies, and building long-term brands.
- Retail's role in luxury: Learn about the strategic importance of retail in the luxury industry, focusing on customer service, product showcasing, multicultural team leadership, and development.
- Exploring LVMH: Immersion into the world of LVMH, a global luxury leader with 75+ Maisons in six business sectors, and gain insights into industry trends shaping its future.
- Sustainable development: Delve into LVMH's commitment to sustainable development, exploring its environmental and social strategies for a more creative, sustainable, and inclusive future.

Udacity UX Nanodegree

AUGUST 2023

- Utilize design psychology principles and conduct user-centered UX studies to enhance user experience and iterate design solutions.
- Gain an understanding of user interface layouts, organization, and accessibility for user-friendly designs.
- Learn how to create and iterate on prototypes through usability testing and user feedback.
- Develop skills in using UI kits, trend recognition, interaction styles, typography, and defining user flows to create interactive prototypes.
- Understand design annotation, design system components, and the importance of accessibility in high-fidelity mock-ups.
- Learn to source inspiration, create style guides, and apply design principles while optimizing designs

ACHIEVEMENTS

Presidential Merit Scholarship

President's List (GPA: 3.8)

Rowena Reid Kostellow Scholarship Nominee

Student Choice Award Nominee

Congressional Art Competition Honors

Scholastic Art & Writing Award Winner

TOOLS

SolidWorks

KeyShot

Adobe Creative Suite

Autodesk Sketchbook

Figma

Google Suite

