

BRIGETTE DOBY

I JUST WANT TO MAKE THINGS PRETTY

The girl you can count on and bring home to mom. Equipped with passion, motivation, and a taste for a good challenge, I bring over 15 years of design experience and a work hard, play hard attitude. I'm into good vibes, collaboration, and making things more beautiful than they already are. Design is my jam and I couldn't imagine doing anything else.

LONG STORY SHORT

CREATIVE DIRECTOR

SOURCE. CO / 2023-PRESENT

Guide the creative direction and production for ongoing marketing campaigns and photoshoots, actively shaping the identities of three brands within a unified framework. Responsibilities include managing external designers, collaborating with agencies and vendors, and implementing initiatives to streamline processes, organize assets, and ensure seamless project management, fostering enhanced collaboration company-wide.

ART DIRECTOR + PHOTOGRAPHER

B.CHERIE CREATIVE / 2017-PRESENT

Craft and elevate the creative vision and aesthetic for numerous local small businesses by developing their brand identity, print materials, package design, digital assets, and photography, starting from conceptualization and building up from scratch, I help people reach their goals.

YAY! PHOTOGRAPHY EXPERIENCE

SENIOR DESIGN MANAGER

EVERSANA / 2022-2023

Played a key role in the design of global pharmaceutical marketing materials for both digital and print platforms, steering projects from the initial brainstorming phase to final delivery. Provided valuable mentorship to designers, offering constructive feedback to ensure content alignment with the brand's standards, and upheld organized asset and file structures throughout the process.

CONTACT

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SKILLS

PRINT

PACKAGING

ART DIRECTION

PHOTOGRAPHY

DIGITAL

DESIGN TOOLS

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE ILLUSTRATOR

ADOBE XD

ADOBE LIGHTROOM

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EDUCATION

2003-2007

BACHELORS OF FINE ARTS- GRAPHIC DESIGN

University of Wisconsin
Milwaukee

2022

UX/UI CERTIFICATE

MIAD (Milwaukee Institute
of Art and Design)

2017

PHOTOGRAPHY CERTIFICATE

UWM Continuing
Education

PROOF

Brig, you are an absolute delight to work with and you are always thinking of others. Even when you were feeling under the weather you still showed up and helped our drowning team out! No amount of points can show you how much I appreciate you and am happy to have you be a part of my team. ILY!!

KATELYN COLBURN
Project Leader - Core Creative

SHORT STORY LONGER.....

● PACKAGING DESIGNER

CORE CREATIVE / 2017-2022

Was crushing the creative for our biggest client, Milwaukee Tool for over 5 years; designing packaging, product catalogs, and trade-show pieces. I played a pivotal role in the revamp of our company website and took charge of creating captivating social ads and collateral for significant healthcare video campaigns.

● GRAPHIC DESIGNER

BON TON STORES INC / 2011-2017

As the sole designer on the special events team, I collaborated with the creative director, copywriters, and post-production teams to concept and design advertising, collateral and direct mail campaigns for many events and publications. occasionally I was able to collaborate with the photo studio to provide art direction for campaigns.

● PRODUCTION DESIGNER

K KOM / 2008-2011

In my role as a new designer, I took on the responsibility of conceptualizing new ideas, layout composition, and implementing precise color management across a diverse range of print advertisements. I was able to give a fresh look to logos, packaging, brochures, product catalogs, and in store signage.

● DESIGN INTERN

COMMUNICOR / 2008-2008

In the short time as an intern, I learned the fundamental roles and responsibilities as a designer. I was able to bring my work to life many big name brand clients.

HUMBLE BRAGS

- I designed a shirt that was sold in the Bucks Pro Shop and it sold out in just days! A speech bubble containing the text "BUCKS IN 6 BABY!"
- My sister and I created a Target/Starbucks Playroom for my niece. It went viral in minutes and was featured on GMA, Buzzfeed, Scary Mommy, Insider and many more popular sites. Scored a TMJ4 interview too.
- I created branding for Cheveux Hair Salon that has evolved with them since they opened in 2012. The visual story I created has helped them grow into a bigger salon with long term clients.
- I won a contest to create an photo-based game app called Photo-Klash which I worked with developers to design and execute and is sold in the app store.
- Three years in a row my T-shirt design was selected to represent the national campaign for Stomp Out Bullying. Did I mention Mario Lopez, Taye Diggs, & Sara Ramirez were apart of the campaign?!

....AND THIS IS JUST THE BEGINNING