

BRIANNA GOOCH

(804) 337 4783
BGooch@BriannaGooch.com
Santa Fe, NM 87508

BRIANNAGOOCH.COM

Design password: BGooch

Education

Maryland Institute College of Art (MICA)
BFA in Illustration, May 2017
With a concentration in Graphic Design

Skills

Adobe Creative Suite
(InDesign, Illustrator, Photoshop)
Microsoft Office
(Word, Excel, Outlook, Powerpoint)
Apple & Windows OS
Basic ARC GIS, Agisoft Photoscan

Freelance Experience:

Brianna Gooch Illustration

2018 — 2021

Worked with various companies and art directors to carry projects from concept to finish. Ensured all work is effective at meeting clients needs and expectaitons.

Notable clients include:

Houghton Mifflin Harcourt
National Geographic
John Deere
Cottage Door Press

Collaborative Designer,

Full Bleed Journal

Baltimore, MD. 2017

Worked alongside small start-up team in developing and designing the preliminary publication of the magazine. Worked to build the magazine's brand and identity from framework ideas. Assisted in designing the final page layouts and taking the first issue to print.

Professional Experience:

Graphic Designer & Project Coordinator, Ojo Spa Resorts

Santa Fe, NM. March 2021 - Present

Responsible for the design, development, and production of creative assets, including but not limited to: resort collateral, print material, advertising, signage, apparel, merchandise, emails, and webpages. Overseeing projects from concept to implementation by managing timeline and scope, as well as vendors and materials. Working within the marketing team to create and maintain a consistent style and brand identity for both resorts and their associated lines of business.

Textile Designer, Fluffy Layers

Odenton, MD. Dec 2018 - Apr 2019

Created repeat patterns and other textile printed designs for spring, fall, and holiday seasonal lines. Created line sheets, product mockups, and promotional photos. Communicated with company on printing, medium, and color decisions.

Junior Designer, Spur Design

Baltimore, MD. May 2017 - Dec 2018

Created designs for promotional materials, brochures, books, posters, and branding. Worked under head designer to make general edits and critique works. Upkept studio's social media presence, website, and store. Assisted with photo edits and editorial illustration assignments in close communication with clients and printers.

Archaeology Intern, Bureau of Land Management, Canyons of the Ancients National Monument

Cortez, CO. May 2016 - May 2017

Led a small team for three months in documenting sensitive backcountry archaeological sites by recording data, creating technical drawings, 3D modeling, and mapping. These resulted in the creation of diagrams off-site in the remaining nine months for use in archaeological survey reports to deliver to the Colorado division of the Bureau of Land Management.

Art Director/Design Intern, Grand Editorial

Brooklyn, NY. Summer 2015

Tasked with editing front of book content and creation of layout designs for features, infographics, and special articles. Directed illustrators, photographers, writers, editors, and photo researchers in creating works to accompany articles and other placements within the magazines.