



Ally Braun

Graphic Designer

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 allybraun06@gmail.com

 Ally Braun

about

I bring dedication, creativity, and positive energy to every project I work on. Designing has always been my passion, no matter the size of the project. Turning an idea into something real and tangible is what drives me to keep creating. I find the process energizing and incredibly rewarding.

I'm especially drawn to the details, those small elements that have the ability to make such a powerful impact on the cohesiveness and flow of a design. I couldn't imagine doing anything else.

education

2016 - 2020

Central Connecticut State University

Bachelor's Degree
Graphic Design

skills

- Layout & Composition
- Print Design
- Print Production
- Branding & Identity Design
- Logo Design
- Website Design
- Adobe Creative Suite
- Typography

work experience

The Best Postcards

September 2020 - Present
Cheshire, CT

Senior Graphic Designer

Specialize in creating functional and visually engaging print layouts for direct mail campaigns. Collaborate directly with a diverse range of clients across various industries to create custom designs tailored towards their specific goals and brand identity. Projects include oversized postcards, bifolds, letters, and a wide variety of other print products. Thrive in fast-paced, deadline driven environment while delivering dozens of quick turn-around projects every week.

Freelance Design

2020 - Present

Freelance Designer

Collaborate with a diverse range of clients including small businesses and individual entrepreneurs to deliver high-quality custom design solutions across all platforms. Design a wide variety of creative materials such as logos, brand identities, websites, invitations, business cards and other print collateral.

SA/LD CCSU

February 2019 - May 2020
New Britain, CT

Graphic Designer

Conceptualized and designed a wide range of promotional materials, including posters, logos, and t-shirts, for campus clubs and university events. Collaborated closely with student leaders to understand their goals and target audiences, to ensure each design aligned with the organization's identity and message. Managed multiple design requests simultaneously while meeting project deadlines and maintained consistent quality and creativity.

Gateway Financial Partners

July 2019 - February 2020
Glastonbury, CT

Social Media Account Manager Graphic Design Intern

Designed logos and various print materials for clients. Offered a part-time position following completion of summer internship. Managed and created content for their official social media channels as well as individual financial advisors' accounts, ensuring consistent messaging and brand voice across platforms. Utilized SocialPilot to schedule, publish, and monitor posts across multiple platforms.

Spark Cycleworks Differential Pressure

January 2019 - August 2019
Branford, CT

Graphic Designer

Served as the sole graphic designer for a start-up electric bike company and a manufacturing company. Took over the brand's visual identity and design output across all print and promotional materials. Conceptualized and executed designs for a wide range of assets, including logos, booklets, product postcards, flyers, signage, brochures, and branded apparel. Created cohesive branding and messaging across all materials ensuring consistency across the board.