



bri@brianarivard.com



brianarivard.com



upon request



## FREELANCE | CONTRACT

DEC. 2022–PRESENT

### UX DESIGNER HALLMARK CARDS, INC.

- Design new digital experiences for Hallmark Digital and Hallmark Business Connections (B2B, Connect, Care)
- Create new user flows and prototypes, redesign/update web pages, increase engagement, ensure accessibility
- Develop usability test plans, schedule tests, analyze results and report feedback (usertesting.com)
- Create, update and utilize design systems (Figma & XD)
- Provide production design for Hallmark Cards Now app

2012–PRESENT

### DESIGNER, WRITER, EDITOR (FREELANCE)

- Develop creative content, improve user experiences, unify brands' online presences
- Graphic design, motion graphics, user experience design/consulting, web design and development, social media content creation, photography, digital imaging, writing and editing (web and business)

IKEA | COMMUNICATIONS & INTERIOR DESIGN

DEC. 2021–AUG. 2022

### VISUAL MERCHANDISING DESIGN SPECIALIST

- Created magical in-store experiences for customers by applying knowledge of experience design, graphic design, store layout, consumer buying behavior
- Visualized, designed and implemented home furnishing and retail solutions that created visual impact and reflected the IKEA brand identity
- Mentored visual merchandisers and participated in event and communication leadership meetings

DISNEY PARKS, EXPERIENCES  
AND PRODUCTS | COMMUNICATIONS

JULY 2016–JULY 2019

### NEW MEDIA DESIGNER (SPECIALIST)

- Led Disney Internships and Programs Hubsite development, improved user experience as site grew, communicated updates and training
- Designed and developed responsive email templates, including weekly email newsletter sent to over 7,000 interns and partners
- Designed event campaigns, supported partners by creating signage, motion graphics, etc.
- Mentored design interns
- Monitored social media metrics (@DisneyHousing accounts) and designed monthly reports
- Filmed and edited event recaps, promos and special segments for internal and/or external use

DEC. 2014–JULY 2016

### NEW MEDIA DESIGNER (ASSOCIATE)

- Designed, developed and maintained responsive website for Disney Internships and Programs
- Designed and developed responsive email templates, including weekly email newsletter sent to over 7,000 interns and partners
- Utilized The Grid's style guide to create fliers, motion graphics and other promotional materials
- Presented design concepts to varying levels of the organization
- Animated designs for broadcasts of in-house channel, Housing the Magic (HTM)
- Supported team in other areas (video production, photography, social media)

JULY 2014–DEC. 2014

### WEB/GRAPHIC DESIGN INTERN

- Designed and developed new responsive website for Disney Internships and Programs
- Created UX deliverables (wireframes, prototypes, site maps, personas, etc.)
- Presented progress and communicated design concepts to varying levels of the organization
- Planned and facilitated usability tests, reported results, improved user experience
- Designed promotional campaigns for events (posters, digital content, event signage, motion graphics for HTM)
- Photographed Disney Internships and Programs participants at events (for web, print publication)

JAN. 2014–JULY 2014

### GRAPHIC DESIGN INTERN

- Designed promotional campaigns for over 30 events (posters, digital content, event signage)
- Animated graphics for broadcasts of HTM
- Utilized style guide to create directional signage for Vista Way apartment complex
- Communicated well with internal partners, leaders, clients and external vendors
- Redesigned weekly email template
- Photographed Disney Internships and Programs participants at events (for web, print publication)

2011–2015

### BFA | WEB DESIGN & NEW MEDIA ACADEMY OF ART UNIVERSITY

HONORS | PRESIDENT'S HONOR LIST

2014

### PROFESSIONAL INTERNSHIP | COURSES DISNEY | INTERNAL COMMUNICATIONS

2010–2011

### COLLEGE PROGRAM INTERNSHIP DISNEY | DISNEYLAND RESORT

2009–2010

### OAKLAND UNIVERSITY

HONOR SOCIETY | DEAN'S LIST

## DESIGN SKILLS

- INFORMATION ARCHITECTURE • USER EXPERIENCE • VISUAL • WEB • EMAIL • HTML • CSS • PRINT • TYPOGRAPHY • PHOTOGRAPHY • DIGITAL IMAGING • MOTION GRAPHICS • VIDEO PRODUCTION • AUDIO EDITING • COMMUNICATION • SOCIAL MEDIA • RETAIL

## SOFTWARE

- ADOBE PHOTOSHOP • ILLUSTRATOR • XD • INDESIGN • DREAMWEAVER • AFTER EFFECTS • PREMIERE PRO • AUDITION • LIGHTROOM • ACROBAT • BRIDGE • FIGMA • INVISION • JIRA • AXURE • MICROSOFT OFFICE • SLACK • REVIT

## OTHER EXPERIENCE

- DANCE • CHOREOGRAPHY • INSTRUCTION • LIVE SHOW PRODUCTION, GRAPHICS