Brandon Apicelli

Visual Artist & Graphic Designer

**Contact Information:**

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**Professional Summary:**

Hi there! I'm a graphic designer with 4 years of experience as a professional artist. I'm always excited to bring a fresh and creative approach to every project I work on! My most recent professional role was as an Expert Production Artist at Custom Ink. My background in education includes a Bachelor of Fine Arts that I earned in 2018 from the Art Institute of Washington in Arlington, Virginia. While there, I learned to collaborate effectively with clients and team members, and my attention to detail ensures that every design I create is top-notch. I also have several industry certifications from LinkedIn Learning. I'm extremely passionate about creating art and inspiring others, and I'm excited to bring that same enthusiasm and experience to your team!

**Relevant Work Experience:**

Expert Production Artist (Feb 2022 - June 2023)

*Company: Custom Ink*

* Vectorized raster images in Adobe Illustrator for use on physical products and merchandise.
* Ensured any company logos and university seals were aligned in accordance with the organization’s brand guidelines, including making adjustments where necessary.
* Maintained high workplace productivity standards, processing more than 20 pieces of artwork a day on average. Was 104% to goal at the end of the most recent quarter.
* Communicated with team members both inside and outside of the art department to ensure each order exceeded client expectations, building lifelong relationships.
* Instructed new and prospective artists on the Expert Production Artist Role; led shadowing sessions where they could engage and ask questions.

Freelance Graphic Artist (Jan 2019 - present)

* Produced high-quality digital artwork and graphic designs for various clients, including logos, social media content, and character illustrations.
* Collaborated with clients to understand their needs and preferences; delivered customized designs that exceeded their expectations.
* Managed projects from concept to completion, ensuring deadlines were met and communication was clear and professional.
* Utilized Adobe Creative Suite and other design software to create visually appealing and functional designs.
* Cultivated a strong understanding of branding, typography, color theory, and other design principles to create effective and memorable designs.
* Built a solid reputation for delivering exceptional results and maintaining positive relationships with clients.

Freelance Video Production Editor (Sep 2019 - present)

* Crafted complete projects from start to finish, including drafting scripts, giving on-camera performances, cutting the final edit in Adobe Premiere and After Effects, and promoting it on social media.
* Collected relevant b-roll footage and background music, creating the perfect mood to provoke the desired emotional and intellectual response from the viewer.
* Communicated professionally with clients to ensure the delivered project was entertaining and aligned with their expectations.
* Became fluent in many different editing styles from commentaries to infographics and professional reviews.
* Animated sequences with custom-made graphics where necessary.

**Special Accomplishments:**

* Worked with logos and designs from various well-known brands and IPs, such as Pepsi, Target, The Emmys, Amazon, Google, Facebook, American Horror Story, and more!
* In 2021, I became a video production editor for Quinton Reviews, a channel with more than 800,000 subscribers. I have worked on two separate projects for them. To date, one has been released and has since accrued more than 7,000,000 views. The other was a more than 10-hour long project featuring Quinton’s father.
* Designed the logo & branding for Inky Client, an internal organization at Custom Ink, for the relaunch of the service for 2023. Managers were overjoyed with the design and were eager to get the update rolled out with a new website and email list.

**Education:**

Bachelor of Fine Arts, Art Institute of Washington, Arlington, VA
The Art Institute of Washington is licensed through the Art Institute of Atlanta

Attended from 2014 to 2018

Final GPA when Graduated: 3.21

**Skills:**

* Fluent in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)
* Strong understanding of aesthetic design, life drawing, and color theory
* Skilled in typography and creating strong typographic hierarchy
* Excellent communication and collaboration skills
* Strong time management abilities
* Keen attention to detail

**Certifications:**

* Brand Design Foundations, LinkedIn Learning
* Digital Marketing Foundations, LinkedIn Learning
* Advanced Branding, LinkedIn Learning & NASBA

**Remaining Work History:**

Member Experience Representative (9/2023 - present)

*Company: Member One FCU*

* Processed transactions and utilized proper cash handling procedures to maintain a balanced cash drawer.
* Processed new account opening and applications for member and business share accounts.
* Processed IRA and special account transactions and applications.
* Processed consumer and home equity loans applications. Reviewed consumer credit reports and gathered information and/or documentation necessary for underwriter analysis.
* Established and maintained cooperative relationships with internal and external members. Assisted members in a friendly, professional manner, demonstrated adaptability and a positive attitude when faced with challenging situations.
* Educated current and prospective members about products and services.
* Addressed member concerns and take appropriate action to resolve.

Customer Service Associate (8/2021 - 1/2022)

*Company: Total Party*

* Provided excellent service to all customers, ensuring their needs were met and any issues were resolved promptly and effectively.
* Operated the register and processed transactions accurately, handling cash and credit card payments as well as Apple/Google Pay transactions.
* Maintained a clean and organized store environment, stocking shelves, and ensuring that all products were properly displayed and priced.
* Assisted with inventory management, conducting regular stock checks and replenishing items as needed.
* Worked collaboratively with other team members to ensure smooth daily operations of the store.
* Maintained a positive and professional attitude, consistently demonstrating a strong work ethic and commitment to customer satisfaction.

Sales Associate (1/2019 - 1/2022)

*Company: Best Buy*

* Demonstrated comprehensive knowledge of electronics and home technology products including appliances, home theater, computers, connected home, and mobile devices, to provide excellent customer service and support.
* Consistently exceeded sales targets and achieved high levels of customer satisfaction by actively listening to customer needs, providing product recommendations, and ensuring a seamless purchasing experience.
* Built and maintained strong relationships with customers, earning a reputation as a reliable and knowledgeable expert in electronics and home technology.
* Demonstrated exceptional technical skills by building and maintaining a custom PC and consistently staying up to date with the latest industry trends and developments.
* Gained title of Apple Master in recognition of expertise and knowledge of Apple products, passing certification testing.
* Led sales floor multiple times in absence of managers, effectively managing sales associates and ensuring optimal customer service levels were maintained.