

Britt Meyer



Chicago, IL They//Them 386 • 366 • 2863
BrittanyMeyerDesigns@gmail.com

Enthusiastic advertising creative with extensive experience in art direction, creative strategy, and concept development. Strongly motivated to create impactful campaigns and culture changing work with passionate colleagues. Expertise in DE&I, shopper marketing, retail design, customer experience, and brand activations with a passion for public speaking and brave space conversations. Approaches every project with curiosity and a human focus with customer experience at the forefront.

Personal Site: BrittanyMeyerDoesThat.com
Portfolio: BrittanyMeyerDidThis.com

EDUCATION

Florida State University
Bachelor of Science
School of Art and Design
Major: Interior Design
Minor: Film
2008 - 2012

School of the Art Institute
Graphic Design Certificate
2019

DESIGN SKILLS

AutoCAD
Google Sketch-Up
Podium
Photoshop
InDesign
Illustrator
Procreate
Digital Sketching

EXPERIENCE

Art Director/// Environment Designer

ARC WORLDWIDE
2018 - Present

Positioned within Arc's Retail Design Group, a specialized team that brings brand stories to life in the physical environment. Focus in total store redesign, retail aisle reinvention, retail display and fixturing, shop in shops, environmental graphic design, and customer journey mapping. Concepting from sketches to renderings to built environments. Clients include: Molson Coors, P&G, Firestone, Visionworks, Samsung, US Cellular, Dunkin', Diageo.

On the board of our LGBTQAI+ employee resource group, Egalité: acted as lead designer for our pro-bono client Trans Lifeline, brought in and acted on panel discussions, fostered local partnerships, and led trans inclusive programming contributing nearly \$300,000 in services.

CAD Mapper

RED FROG EVENTS
2016 - 2018

Managed and implemented all CAD files for Firefly Music festival, Warrior Dash, Chicago Beer Classic, and Shamrock Fest. Collaborated with team members from experience, F&B, and operations to create design and operational solutions and brand experiences for outside vendors.

Event Designer/// Brand Designer

THE GETTYS GROUP
2014 - 2016

Managed, designed, coordinated, ordered, and was on-site overseeing operations for all of events. Clients included Facebook, Starwood Hotels, and Red Lion Hotels. Worked on the brand design team developing the guest journey for various hotels, bars and restaurants.