

ARCHER BRINKLEY

Designer of Experiences

Education

VCU Brandcenter MS Business/Branding | Experience Design 2020 - 2022
College of William & Mary BBA Marketing | Mason School of Business 2013 - 2017

Experience

Walkabout Outfitter 2022 - Present
Customer Experience Specialist and Gear Expert Richmond, Va

Refreshed internal processes and practices for efficiency using a customer-focused lens, built and maintained technical knowledge of gear and apparel sold in store to problem solve with customers. Designed displays and messaging to capture foot traffic and create interest. Managed and executed social media schedule.

Reveler Immersive Experiences Jan 2022 - May 2022
Immersive Designer and Performer Richmond, Va

Conjured magic for guests and community alike. Designed pieces for internal and external use including a stunt street campaign. Collaborated with performing and management teams to efficiently run performances for a smooth and immersive audience experience. Contributed to in-house process organization and world-building.

Vantage Point Consulting Summer 2021
UX/UI Designer Remote

Restructured company website with design team. Updated page hierarchy and flow. Wireframed pages, compiled illustrations, and created custom animations. Edited tutorial videos for client facing products.

New 42 and New Victory Theater 2019 - 2021
Associate Digital Media and Graphic Designer New York, NY

Designed content for internal and external use with a focus on audience resources. Worked with each department and performing company in an agency-like fashion to produce quality web, print, digital, and video content. Responsible for marquee animations, trailers, family engagement assets, programs, signage, education materials, and web and video ads for 15 shows in each season or weekly arts education lessons. Skills include design as well as illustration, animation, video editing, and project management.

Creative Freelance Then - Now
Designer Here and there

Graphic, digital, social and video work for various clients including The Doorways, Perkinson Center for the Arts, student groups and bloggers. Interior design for Modsy.

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