



# Hey,

## I'M TATUM BRANDT.

*nice to meet you!*

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**I design for the entrepreneurs, the go-getters, and the dream-chasers.**

As a multimedia creative professional, I work to create clear vision, clean user experience, and incredible beauty in every project I take on.

In just the past year I have developed fantastic brands + websites for five online fitness and business coaches, two bloggers, and one nonprofit organization.

I've also had the opportunity to launch the creative direction for a small startup business, take a design internship with a Chamber of Commerce abroad, and work at an award-winning, student-run advertising agency.

My goal when taking on a project is not only to create work that reflects my client's mission and vision, but to build something that takes their business to the next level both professionally and financially.

To do this, I research target markets, analyze competitors, and refer to color psychology before my pen hits ever the paper.

The result? Designs that are not only beautiful, but purposeful and effective.

Think it's time to take your business to the next level?

*Shoot me an email and let's get to work!*

# Tatum Brandt

BRAND DEVELOPMENT & WEBSITE DESIGN

## profile

**EMAIL** design@tatumbrandt.com

**MOBILE** 270 . 202 . 2086

**WEBSITE** tatumbrandtdesign.com

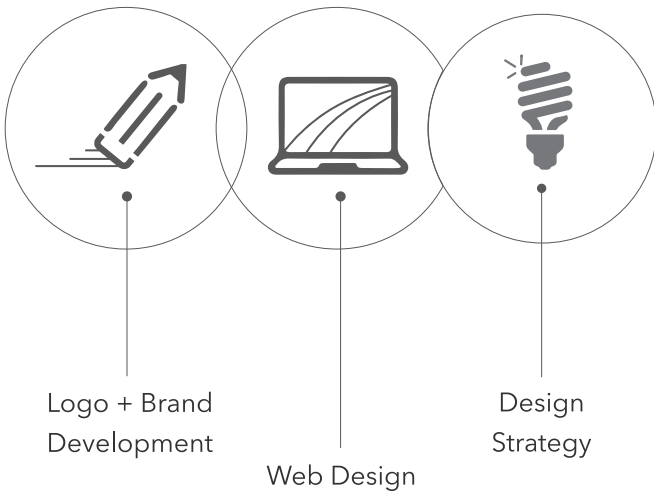
**SOCIAL**  @tatumbrandtdesign

 @tatumbrandt

## education

**15 - 18 WESTERN KENTUCKY UNIVERSITY**  
Bachelor of Arts - Advertising  
Minor - Graphic Design  
Certificate - Interactive Experience Design

## specialties



## skills

**DIGITAL** Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe XD  
Adobe Lightroom  
Sketch + Invision  
Wordpress

**TECHNICAL** Branding + Identity Design  
User Experience Design  
Advertising  
Color Theory  
Typography  
Print Design  
Illustration

## work experience

### 2017 - PRESENT TATUM BRANDT DESIGN

Owner + Lead Creative

- Work with notable fitness influencers, business coaches, and lifestyle bloggers to develop brands and build websites.
- Write up contracts, schedule deadlines, send invoices, and smoothly conduct brand + website launches.

### 2018 IMAGWEST ADVERTISING AGENCY

Multimedia Creative

- Worked with Account Executives to develop brands based on primary research for multiple clients.
- Partnered with Chamber of Commerce abroad to create a brand for a local city.  
Worked with other creative professionals to produce design pieces for print and digital platforms on rushed timelines.

### 2015 - 2017 WKU INTRAMURAL RECREATIONAL SPORTS DEPT.


Graphic Designer

- Rebranded the department to match University branding standards.
- Designed three departmental logos to be used by the University.
- Worked with Head of Marketing to design + update all print + digital promotional items, including an annual promotional magazine.
- Updated + tested department app and increased downloads by 200% and user engagement by 60%

## notable clients


**TANNER HOBBS**

 @trainertanner

 Branding + Web Design


**MEGAN YELANEY**

 @meganyelaney

 Branding + Web Design


**CHRISTINA SULLIVAN**

 @xtinasullivan

 Branding + Web Design

**MORGAN SELF**

 @coachmorgan

 Branding + Web Design

## hobbies (why not?)

**HIKING + BACKPACKING**

**TRAVEL**

**FITNESS + NUTRITION**

**ALL THINGS COFFEE**