

briana higgins

Multidisciplinary creative director with educational, international and freelance experience. I leverage a diverse skillset to build story-focused designs that grow alongside their business, and elevate brand recognition.

678-372-1362 • contact@brianahiggins.com • brianahiggins.com

career highlights

Creative Director

Pyramid Global Partners

January 2018 - May 2026

- Led creative execution for global marketing, web, and brand initiatives across 15+ languages and hundreds of regional markets.
- Led design for the 30th anniversary edition of a flagship educational manual, including cover art and multilingual adaptations for Italian, Portuguese, and Chinese editions.
- Established and maintained brand standards for 16 global office locations, strengthening consistency and recognition across platforms.
- Built and organized internal graphics libraries to improve asset management, workflow consistency, and team efficiency.
- Standardized template frameworks for the company's core product image library and develop scalable production processes that improved translation efficiency, asset consistency, and future product expansion.
- Mentored and supervised junior design staff in the development of social media, website, and supporting marketing materials.

Web Graphic Designer

Pyramid Global Partners

June 2016 - January 2018

- Designed and produced web and print marketing materials for international markets spanning 15 countries and multiple languages.

- Redesigned the annual product and services catalog for the U.S. office while improving file organization and project naming standards.
- Partnered with IT to redesign and modernize 15 international company websites, helping implement responsive layouts, centralized CMS workflows, and updated graphics standards.
- Created more than 200 new illustrated assets for a core company product, expanding the visual library to more than 3,600 images.
- Supported brand development through updated marketing collateral, corporate website redesigns, photo retouching, photoshoot support, and graphics library organization.

Graphic Designer & Illustrator

BAH Studios

November 2009 - June 2016

- Designed print and digital marketing materials for small to mid-sized businesses and nonprofit organizations across a range of industries.
- Advised clients on branding, visual communication, design strategy, and print production setup.
- Developed logos and brand identities based on client goals, target audiences, and market positioning.
- Delivered projects spanning web design, print communication, digital graphics, and photo manipulation for clients including healthcare organizations, financial firms, and consumer brands.

- Produced comic illustration and lettering work for published titles including Hero Cats, Simon Says, and The Book on Me.

other experience

Graphic Designer | Dragon Con

April 2015 - October 2015

Graphic Designer | GDP

July 2013 - April 2014

Graphic Designer | Design Type

May 2011 - July 2013

skills & expertise

Design

Graphic Design, Branding, Layout Design, Digital Illustration, Typography, Multilingual Design, Print Prepress, Advertising Design, Photography Post-Production, Multimedia Design, 3D Modeling

Programs & Tech

Photoshop, Illustrator, InDesign, Adobe XD, Affinity Photo/Designer/Publisher, WordPress, Figma, HTML/CSS, WCAG Compliance, Windows, macOS, Debian Linux

General

Computer Literacy, Project Planning & Management, Research, Content Development & Management, Customer Relations, Organizational & Planning, Project Ideation & Problem Solving

education

Armstrong Atlantic State University

Bachelor of Fine Arts in Visual Art

August 2005 - December 2009