

Brieanna Hattey Felschow *Art Director, Visual Designer, Creative Storyteller*

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Suburban Lawn & Garden

MARKETING DIRECTOR *August 2025 - Current*

- Widen brand reach through new advertising partnerships and collateral that encourages customer employee interaction to showcase onsite garden consulting expertise.
- Improve website UX and build out content to improve SEO, including consistent blog content to build a robust gardening information hub.

Hattey & Friends

CONSULTANT *June 2019 - ongoing*

- Provide independent creative and art direction, offering consulting and visual design solutions across advertising, UX/UI, website development, brand identity, media cataloging, and photography.
- Identify and develop structural and process improvements — including guidelines, production workflows, cross-department communication, and design team efficiency.

Callisto Media *Oakland CA*

ART DIRECTOR *January 2020 - May 2023*

- Led creative direction and strategies for 40+ publications in a diverse range of markets: cookbooks, therapy workbooks, personal growth, journals and kids education.
- Selected and directed illustrators, photographers, stylists, retouchers and freelancers.
- Managed 5-8 projects at all times including managing budgets, creative direction and outside artists.
- Collaborated across data teams to develop user experience standards for multiple target markets.
- Developed company-wide templates, improving production speeds by 20%.
- ABIDE Member (Accessibility, Belonging, Inclusion, Diversity, Equity) made internal company culture improvements by developing guidelines for comprehensive representation within publication development.

Hornblower Cruises & Events *San Francisco CA*

CORPORATE ART DIRECTOR *September 2015 - May 2019*

- Played a key role in building out a marketing team to modernize a 35-year-old brand, including new sales tools, email marketing, photography and video assets, advertising, and social media marketing.
- Managed brand standards and guidelines companywide, partnering with regional sales and event teams to make appropriate branding adaptations for local markets across 5 regions.
- Delivered strategic presentations to C-suite leadership for marketing concepts and solutions.
- Conceived, presented, and executed 9 brand-wide B2B and B2C advertising campaigns, including custom variations for 3 regions and corporate initiatives.
- Hired and directed the in-house team of graphic designers, freelancers and photographers, including brand-wide on-yacht photoshoots and video content.
- Improved B2B and B2C email performance by 24% through continuous analysis and UX/UI improvements that drove click-through to conversion.
- Vetted and implemented a company-wide digital asset management (DAM) system, guiding SOPs and leading sales team training on adoption.

SR. GRAPHIC DESIGNER *June 2014 - September 2015*

- Engaged a brand strategist to research and shape a fresh brand position, then modernized brand-wide collateral and sales materials to reflect the new narrative.
- Led the creative team in developing new internal processes and campaign strategies, including regional campaigns highlighting the company's offerings and fleet of yachts

GRAPHIC DESIGNER *February 2013 - June 2014*

RHDG | Riezebos Holzbaur (now Tandem Creative) *San Francisco CA*

GRAPHIC DESIGNER *April 2009 - February 2013*

- Designed print media and oversaw quality control from press; including annual reports, business plans, newsletters, catalogues, invitations, promotional materials, collegiate textbooks and trade book covers and interiors.

GRAPHIC DESIGN INTERN *July-September 2008*

SKILLS

Design Leadership
Creative Direction
Strategic Thinking
Creative Strategy
Visual Design
UX
UI
Publishing Design
Branding Development
Email Marketing
Campaign Development
Project Management
Photoshoot Production & Art Direction
Video Direction
Content Development

PROGRAMS

Adobe: Photoshop, InDesign, Illustrator, Lightroom, Bridge
Google Workspace
Figma
Constant Contact
Wordpress
Squarespace
Unbounce
Crowdriff
Workfront
Basecamp

EDUCATION

Graceland University,
Lamoni IA
2004-2008
BA, Visual Communications

HONORS

Emerging Leader Under 30
by California Travel
Association, 2016

Winner of Judges Choice
Modernica Pet's
on Furniture 2016