



Brandy Peightal

I am a collaborative design and communications professional with proven success in leading projects for large businesses in various industries. I thrive on projects related to strategic initiatives, brand building, product innovation, creative design, and user experience design.

CONTACT

412.867.1416

brandy@abfu.design

brandyschubertcreative.com

EXPERTISE

Account Management

Brand Management

Budget Management

Creative Team Management

Customer Experience

Design Strategy

Event Management

Graphic Design

Marketing Strategy

Photography

Project Management

Resource Planning

Retail Merchandising

Website Design

EDUCATION

Art Institute of Pittsburgh,

A.S. Graphic Design, 2003

Diploma, Digital Design, 2001

TECHNICAL

Adobe Creative Suite

MAC OS X

Microsoft Office

Workamajig (PM Software)

CMS Platforms (Wordpress,

Drupal, etc.)

EXPERIENCE

Project Manager and Designer

ThoughtForm Design | 2015-Present

About ThoughtForm Design

ThoughtForm Design is a design and communication consultancy that works with clients from Fortune 500 to non-profits to bring clarity to complex ideas, driving understanding and change.

My role

- Scope, budget, and oversee complex, long- and short-term projects by managing multi-disciplined design and communication teams (i.e. designers, writers, developers, etc.).
- Act as main point of contact for clients throughout the project.
- Design and maintain all internal ThoughtForm materials (company templates, presentations, marketing collateral) and provide design support for external projects.
- Manage internal processes such as resource management, billing, and ThoughtForm's sales pipeline.

Highlights

- 2016 and 2018: managed and supported design for two multi-faceted launch campaigns for a global health sciences company that communicated the benefits of new service products. Both campaigns included the development and implementation of external communication plans, and several sales and marketing materials.
- 2016: managed internal teams and external Sharepoint developer to redesign and implement the intranet site for an aerospace engine supply and manufacturing company. The final product enhanced the user interface and increased use of the site for employees.

Creative Manager and Senior Graphic Designer

American Textile Company | 2008-2015

About American Textile Company

American Textile Company is a basic bedding (pillows, mattress pads, comforters) manufacturer and distributor for over 30 national and regional retailers in the U.S. and Canada.

My role

- Managed, supervised, and directed in-house design team of three graphic designers.
- Developed national in-house brands, brand licenses, and customers' private label brands.
- Designed, developed and managed brand collateral such as packaging design, in-store merchandising, digital and social media efforts, e-Commerce, trade shows/events, and internal corporate initiatives.
- Acted as creative department point of contact to customers, internal company departments, senior leadership, print and packaging vendors, and creative agencies.

Highlights

- 2012 to 2013: worked with creative agency to redesign and launch of company's national brand, AllerEase. Included updated logo and brand aesthetics, website, packaging, merchandising, and brand awareness campaign, all which contributed to a 20% increase in brand recognition.
- 2008 to 2015: lead designer and collaborated with set designer to setup company's showroom in New York City for bi-annual textile trade show (NY Home Fashions Week), including the development of a theme, merchandising, props, signs, media schedule, customer appointments, and catering.

Brandy Peightal

EXPERIENCE *(continued)*

Graphic Designer and Art Director

ABFU Design | 2008-Present

About ABFU

ABFU is a freelance collaboration between graphic designers and content developers that offers innovative design solutions to small businesses and non-profits.

My role

- Work with clients to scope and budget design projects.
- Research, conceptualize, and design solutions that fit client needs, collaborating with other designers and writers when projects require additional skill sets.
- Production sourcing and management.

Manager of Specialized Production

Copies at Carson, Inc. | 2003-2008

About Copies at Carson

Copies at Carson is a family owned print shop that provides professional, full-service print production to ad agencies, design firms, print brokers, and walk-in customers.

My role

- Graphic design including in-house signs and advertising as well as commissioned client projects.
- Prepared digital files for print for various output methods.
- Print production using small format laser printers, oversize ink-jets, and solvent printers on various media.
- Consulted with clients on media, file preparation, and color format.
- Managed large format production schedule and output, organization of files and supplies.

TRAINING AND SEMINARS

IMPARTURE Digital Project Management Course - 2017

HOW Leadership Conference - 2014

Leadership Development Series - 2013

HOW Design Live - 2012

DSLR Workshop by Okello Dunkley Photography - 2012

Kelby Training Live, Photoshop Down & Dirty Tricks - 2010

Company College Courses - 2009

- Creativity and Innovation in the Workplace
- Generating Creative and Innovative Ideas
- Implementing Creative and Innovative Ideas
- The Foundations of Creativity and Innovation

Textile Overview - NC State, College of Textiles - 2008