

*Brianna Saba* is a dynamic and versatile designer, art director, and photographer bringing fresh perspectives and innovative ideas to global brands.

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EDUCATION

**Parsons The New School for Design**  
BFA Communication Design, Photography  
New York, NY

**Fashion Institute of Technology**  
Summer Intensive Studies  
New York, NY

SELECT CLIENTS

Nike  
Beats by Dre  
Afterpay  
Google  
Tradesy  
Pinterest  
Mozilla  
Shea Moisture

SKILLS

Adobe Creative Suite  
Figma  
Midjourney  
Team Management  
Creative Concepting  
Experiential Design  
Typography  
Brand Identity Design  
Organization

EXPERIENCE

FREELANCE + CONTRACT

**Feels Like**  
**Senior Designer**  
Jan – Feb 2024

Designed an interactive web experience with Suno.ai where people can generate an AI love song for their Valentine.

**Mother Design**  
**Senior Designer**  
Dec 2023 | Brooklyn, NY

Supported the in-house team with creative concepting and design on the early stages of a Venmo campaign.

**MOX**  
**Art Director**  
Aug – Nov 2023 | Brooklyn, NY

Art Direction and design for Nike Women’s Spring ’24 Always On campaign. This included film and still creative across three catagories: Lifestyle, Fitness, and Running.

**Amplify**  
**Senior Designer**  
May – Nov 2023 | Brooklyn, NY

Led the design team in creating all the environmental graphics for Shea Moisture’s pop up at EssenceFest. We brought the spirit of Harlem to NOLA with a fully stocked bodega, functioning hair salon, and brownstone steps for an inspiring talk series.

Led the design team in bringing to life Pinterest’s 2024 Trends in a shoppable experience. We partnered with a production design company to create dedicated rooms for the most popular trends like, Be Jelly, Hot Metals, and Eclectic Grandpa.

FULL-TIME

**B-Reel**  
**Art Director / Creative Lead**  
Jan 2021 – April 2023 | Brooklyn, NY

Creative lead and art director on the global launch of Beats by Dre’s new product release. Generated and executed ideas for Nike’s hyper-local NYC running campaign. Pitched and delivered creative concepts to clients. Led and collaborate with a creative team throughout the global network.

**Designer**  
Aug 2019 – Jan 2021

Developed and executed multiple campaigns for Afterpay including a Snapchat x Crocs experience in Times Square, GenderFree clothing website for pride, and more. Lead the re-brand and launch of Rey Health. Initiated internal creative projects putting B-Reel on the cultural map.

**Irving Farm New York Coffee**  
**Design Lead**  
Nov 2017 – Aug 2019 | New York, NY

Lead the company’s identity re-brand including logo design, packaging, cafe signage, and other printed + digital matter. Maintained the visual identity across seven locations as well as the digital presence. As a result, two new NYC locations opened and I helped to roll out branding across both.

**CHIPS NYC**  
**Design Intern**  
May 2017 – Aug 2017 | Brooklyn, NY

Designed a custom logo and label for organic skincare brand, Sisters. Supported the design director in creating a website experience for musician, Washed Out’s, new album and other web experiences.

**For Freedoms at Hank Willis Thomas Studio**  
**Design Intern**  
Apr 2016 – Aug 2016 | New York, NY

For Freedoms is an artist-led organization that temporarily operated out of Jack Shainman Gallery in Chelsea. Our team created merchandise, posters, and ads for the organization. We ran the HQ on a daily basis and coordinated gallery events showing works by the likes of Hank Willis Thomas, Zoe Buckman, and Marilyn Minter.

**XXIX**  
**Design Intern**  
Jun 2015 – Dec 2015 | New York, NY

Managed eCommerce websites and created social asset for brands including Pronoun and Serial Box. Assisted in designing printed matter for Lois Wine Bar as well as internal creative projects.