



# MANDA BOREALIS

CREATIVE DESIGN  
& BRAND STRATEGY

I am a seasoned Portland-based creative with over a dozen years of experience in design and illustration. I've worked with both large corporations and lean start-ups. I manage projects from strategy and IA all the way through to development and support. I'm schooled in electronic mass communications, trained in brand development, and I am fascinated by the culture-changing power of design.

## EXPERIENCE

SELF-EMPLOYED / ART DIRECTOR & BRAND STRATEGIST / 2016 – Current

Create distinctive branding that represents companies and products. Determine the overall artistic style and visual image for each project. Develop brand strategy and statistics systems. Gain an understanding of the target audience and business that the advert is aimed at. Develop detailed budgets and timelines. Coordinate activities with other creative departments and agencies. Present designs to clients for approval.

LO3 ENERGY / ART DIRECTOR & BRAND STRATEGIST / 2017 – 2019

Oversee the art department by hiring, training, assigning, scheduling, and mentoring staff. Develop the overall look and style of the company website, as well as advertising campaigns and videos. Design, develop and conceptualize sister company brands Exergy and LaTrobe Valley Microgrid, including websites and print materials. Supervise design staff. Review and approve designs, artwork, photography, and graphics developed by other staff members. Coordinate activities with other internal departments.

ALDER AGENCY & CO. / ART DIRECTOR / 2016 – 2018

Establish art department standards for production, productivity, quality, and client service. Ensure team adheres to current processes, identifying opportunities for continuous improvement, and proposing and creating processes and tools to support design operations. Work closely with creative team to generate ideas and concepts to fulfill the client's brief; producing sketches, storyboards, and comps to communicate ideas to the client. Direct photoshoots, artists or film-makers to work on projects; visiting and assessing locations for potential shoots; working on location. Determine the overall artistic style and visual image for each project.

PACIFICORP / SENIOR GRAPHIC DESIGNER / 2013 – 2015

Designed marketing materials within company brand guidelines. Maintained the Home Energy Savings program website. Developed the overall layout and production design for advertisements, brochures, magazines, and corporate reports. Initiated company sustainability green team.

PECI / GRAPHIC DESIGNER / 2010 – 2013

Maintained the Home Energy Savings program website. Developed fresh illustrations used in retail advertisements to bring more focus on the program measures. Worked with a team of five account managers, an art director and senior copywriter to create advertising campaigns for Pacifcorp's Home Energy Savings program.

## EDUCATION

MIDDLE TENNESSEE STATE UNIVERSITY | BS Electronic Mass Communication  
Double Major in Graphic Design & Digital Animation, Vice-Chair of ACM SIGGRAPH

## EXPERTISE

ADOBE CREATIVE CLOUD / MAC / WORDPRESS / HTML & CSS / SKETCH / SEO

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