



# MANDA BOREALIS

CREATIVE DESIGN  
& BRAND STRATEGY

I am schooled in electronic mass communications, trained in brand development, and am fascinated by the culture-changing power of design. With more than a decade of experience in design and illustration, my work has empowered brands to effectively influence the culture around it. Using creative brand strategies, I partner with large and small companies to find targeted media that's impactful and purposeful.

## 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.

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

Oversaw the creative department by hiring, training, assigning, scheduling, and mentoring staff. Developed the overall look and style of the company website, as well as advertising campaigns and videos. Designed, developed and conceptualized sister-company brands Exergy and LaTrobe Valley Microgrid, including websites and print materials. Supervised design staff. Reviewed and approved designs, artwork, photography, and graphics developed by other staff members. Coordinated activities with other internal departments.

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

Established creative 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. Worked 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. Created campaign ideas that worked across media ie. website, social media, mobile, video and interactive. Directed photoshoots, artists or film-makers to work on projects; visiting and assessing locations for potential shoots; working on location. Determined 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. Worked in a small team: worked well with others, collaborated creatively but also worked alone with minimal supervision in a fast-paced environment.

### 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 Pacificorp'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

MAC OS / ADOBE CREATIVE SUITE / WORDPRESS / HTML & CSS / SKETCH / SEO

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