

CONNOR DREW

Brand & Digital Designer

ronnok95@gmail.com • connordrew.me

PROFESSIONAL SUMMARY

Brand and Digital Designer with 5+ years of experience creating identity systems, websites, and multi-channel visual content for international clients across wellness, arts, environmental, and coaching industries. Specializes in translating abstract ideas into cohesive visual languages through branding, typography, digital experiences, and motion design. Experienced in leading projects from concept through launch across print and digital platforms.

CORE COMPETENCIES

- Brand Identity Systems
- Art Direction
- Typography & Layout
- Web Design
- Motion Graphics
- UX/UI Principles
- Print & Editorial Design
- Social Content Design
- Creative Strategy
- Client Communication

WORK EXPERIENCE

Brand Designer · Self-Employed

Remote · US, UK, Portugal, Czech Republic, UAE · 2021 – Present

- Led end-to-end brand projects for clients across four countries, from initial brief to final handoff, building cohesive visual identities that scale across every touchpoint.
- Designed and developed responsive websites, applying UX-informed layout and typography to improve audience engagement and drive client conversions.
- Created multi-platform brand assets spanning web, email, social, and print, ensuring consistency across channels without losing the personality that makes each brand distinct.
- Produced motion graphics and video content for digital campaigns, extending static brand systems into dynamic formats.
- Managed simultaneous projects across multiple clients and time zones, coordinating with writers, stakeholders, and editors to deliver on-brand assets on schedule.
- Translated design decisions into plain language for non-design clients, a habit that consistently built trust, reduced revisions, and opened doors to extended engagements.

Brand Designer · InCorr Coaching + Therapy

Atlanta, USA · On-Site / Remote · 2025 – 2026

- Built a complete visual identity for an international coaching and therapy practice, developing a brand system flexible enough for web, social, and print from day one.
- Designed social media templates collaboratively with the client, aligning visual tone with therapeutic brand values to establish a consistent, recognizable presence at launch.
- Delivered fully documented final files, empowering the client to implement and extend assets independently after handoff.

Brand Designer · The Regenescape

London, UK · Remote · 2025

- Crafted a complete visual identity for an environmental startup, translating the organization's regenerative mission into intentional, nature-rooted design language.
- Produced social content and print collateral fully aligned with the brand system, delivering all assets on schedule against a content calendar.

Web Designer · Lina Tattoo

Lisbon, Portugal · On-Site / Remote · 2023

- Designed and built a fully custom website that captured the artist's distinctive aesthetic; including a structured portfolio, a flash tattoo section, and an integrated booking system.
- Ensured mobile-responsive, accessible design across all pages, improving the client's booking experience and expanding her reach.

Web Designer & Brand Manager · ArtMill Center for Regenerative Arts

Czech Republic · Remote · 2022 - Present

- Extended an established brand into the digital space, designing and building a custom Wix site that gave the arts center a clear, cohesive public presence.
- Created reusable visual components for marketing and campaigns, delivering long-term value well beyond the initial launch.
- Produced branded materials for events, exhibitions, email campaigns, and programs across both print and digital formats — working remotely with an international, cross-cultural team.

Brand Designer · Oxygen For Teams

Atlanta, USA · On-Site / Remote · 2022

- Delivered a comprehensive brand system for a professional coaching business, establishing a visual language that unified identity across digital, social, and print from launch.
- Produced print-ready business card design in Adobe InDesign, formatted to brand standards and ready for immediate production.

Program Coordinator · ArtMill Center for Regenerative Arts

Czech Republic · On-Site / Remote · 2020 – 2021

- Coordinated art and education programs across artists, educators, and community organizations in an international cultural environment.
- Co-curated public exhibitions and produced digital gallery experiences during the pandemic, expanding the organization's reach to online audiences during a period of forced reinvention.

Social Media Specialist · Knowledgeworkx

UAE · On-Site / Remote · 2015 – 2017

- Managed social content creation and scheduling across platforms, building a consistent publishing rhythm that reflected the company's tone and audience priorities.
- Collaborated with team members to translate organizational messaging into timely, on-brand content aligned with current themes and campaigns that expanded reach and interaction.

EDUCATION

Bachelor of Arts - Visual Arts 2021

AAU / Anglo-American University, Prague, Czech Republic

Associate of Arts - Graphic Design 2018

Sierra College, Rocklin / Grass Valley, California

High School Diploma - Psychology 2014

Al Raha International Baccalaureate School / Abu Dhabi, UAE

PORTFOLIO - connordrew.me

Brand identity systems, motion graphics, web design, social media, and print collateral.