terisa brenna

p: 813-956-2100 e: terisadesign@gmail.com w: terisadesign.com

Multidisciplinary, award-winning brand designer with 20+ years experience with a nerdy obsession of brand guides.

education

Bachelor of Fine Arts in Graphic Design (with Honors) **dec.2012**
The Art Institute of Tennessee–Nashville

- Recipient of the AAF District 7 Jan Gardner Scholarship
- AAFN Scholarship and Ai-TN Foundations Scholarship

awards

- 2023 Gold ADDY® (3) & BENNY Award
- 2013 & 2012 Nashville Judges' Choice & Gold ADDY® Award
- 2011 Best of Show – The Art Institute of TN-Nashville
- 2011 National Student Gold ADDY® Award
- 2009 In-House Design Award – GD USA

specialties

- Brand Strategy
- Branding & Identity
- AI Output Eval & Training

skills

- Visual Story-Telling
- Strategy & Analysis
- Effective Communicator

experience

HANDSHAKE AI – Remote
AI Trainer & Reviewer **oct.2025 – present**
Evaluate large language model (LLM) outputs using professional judgment and established quality standards.

- Evaluate LLM outputs against quality standards, providing clear written analysis to support model improvement.
- Apply structured evaluation and expert review to support consistency and quality across AI-generated outputs.
- Collaborate independently within a remote environment while contributing to high-quality review processes.

REBEL – Remote
Lead Visual Designer **jun.2021 – apr.2024**
Lead designer for a market research and strategy firm helping Fortune 500 companies grow, launch, and evolve.

- Led end-to-end branding and rebranding initiatives across B2C and B2B, from stakeholder workshops and concept development through rollout and implementation.
- Created and facilitated branding workshops, training materials, and strategic presentations to align teams around clear standards and decision-making.
- Designed award-winning trend reports that tell compelling stories with data.
- Built and optimized creative systems, including workflows, templates, and process documentation to improve consistency, efficiency, and quality.

SMILEDIRECTCLUB – Nashville, TN
Contract Designer **mar.2018 – jun.2019**

Cross-functional, dynamic role in a fast-growth direct-to-consumer start-up that straightens smiles across the globe.

- Designed a wide range of media in a 360 brand experience from digital to print and experiential.
- Print, brand collateral, out-of-home advertising, packaging, internal collateral, sales, social, website, social ads, influencer materials, and more.
- Concepted and designed campaign materials for integrated event activations, flagship programming, and retail brand events in the U.S.
- Supporting role in SmileShop environmental design, large format signage, store displays, and production for U.S. stores and Australia.
- Concepted and executed digital designs and motion graphics for social channels and retail environments.

freelance **2012 – present**

Branding, rebranding, and marketing design for a variety of brands and businesses. From influencers and musicians to local retail shops, consultancy firms, non-profits and more.

- Projects include strategy, brand identity, brand consulting, social, email marketing, websites, environmental, and print.



terisa brenna

p: 813-956-2100 e: terisadesign@gmail.com w: terisadesign.com

experience (cont.)

INKED BRANDS – Bowling Green, KY
Senior Marketing Designer **apr.2016 – may.2017**

Branding expert for a rapid-growth company providing e-commerce solutions for 9+ brands in categories ranging from crafting and DIY to education, apparel, cooking, and party goods.

- Brand identity design for brand partners, in-house brands, and special campaigns.
- Designed results-driven email marketing campaign graphics. Provided creative strategy and copywriting support in a fast-paced, high-demand environment.
- Designed packaging, social, print, and trade show materials.

Brand Manager **jan.2015 – apr.2016**

Oversaw all brand design and photography creation and production including managing a team of creatives. Ensured brand vision and identity was consistently translated in all visual communications for 9+ brands.

- Hired, trained, and developed a staff of junior graphic designers + photographers on a fast track to achieve peak performance and achieve brand ownership.
- Provided art direction for styled product and lifestyle shoots.
- Contributed to the achievement of over $1M in Black Friday sales through proactive leadership, team communication, and workflow strategy.

ADVENT MARKETING – Nashville, TN
Contract Designer **july.2014 – nov.2014**

Environmental design and production for an agency that specializes in experiential marketing for collegiate and professional sports arenas, athletic facilities and offices.

- Clients include Texas A&M University, Lipscomb, Penn State, University of Maryland, and St. Mary's University.

REDPEPPER – Nashville, TN
Art Director/Designer **nov.2013 – may.2014**

Delivered design and conceptual thinking for a wide range of projects within a digital advertising agency.

- Brand concepting, design, and execution
- Website design and pitch work

VISUALINK CREATIVE – Franklin, TN
Designer **apr.2013 – nov.2013**

Designed print and digital media for a boutique design firm.

- Print collateral, email marketing, website design and graphics
- Branding/rebranding strategy
- Event concept and design, retail display and promotions

THE BUNTIN GROUP – Nashville, TN
Studio Intern **jan.2012 – mar.2012**

Worked on special projects, assisted in national ad campaign photo shoot and otherwise provided design and production support to the team.

CATALINA MARKETING – St. Petersburg, FL
Graphic Designer **sep.2009 – jan.2011**

Handled all graphic production and oversaw the account for the second largest retailer in the U.K.—Sainsbury's.

- Simplified work flow with a 50% gain in efficiency through a 200% growth in production.

LERNER PUBLISHING GROUP – Minneapolis, MN
Marketing Graphic Designer **mar.2006 – apr.2009**

Designed award-winning catalogs, posters, bookmarks, trade show signage and ads for a children's book publisher.

- Art directed and assisted in photo shoots, including athletes from MN Twins, MN Gophers and MN Timberwolves.
- Produced interactive book trailers, website graphics and email graphics.

ARTWAY MEDIA, LLC – Minneapolis, MN
Art Director **nov.2004 – jan. 2006**

Head of creative for a local minizine publisher. Art direction and photography within a multimedia design firm start-up.

- Supervised a team of design interns and coordinated the publication of two bi-monthly magazines—lifestyle & events guide & B2B resource guide.
- Communicated directly with local restaurants, bars and entertainment venues; freelance designers, photographers and editors.