

Brittany K. Saunders

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Senior Graphic Designer & Visual Storyteller with 10+ years creating high-impact visual solutions that elevate brands and drive engagement. Expert in translating complex ideas into clear, compelling design across executive presentations, B2B campaigns, and digital experiences, balancing strategic thinking with hands-on execution to meet business goals.

EXPERIENCE

PENN Entertainment

Visual Storytelling Designer

Wyomissing, PA (Remote)

February 2025 – November 2025

- Served as the primary designer supporting executive leadership communications, delivering quarterly earnings and strategic presentations under tight deadlines, consistently trusted for time-sensitive work with executive visibility.
- Designed 65 production-ready icons for theScore Bet and Hollywood Casino apps in partnership with Design Systems team, strengthening visual consistency and scalability across product interfaces.
- Developed key visual assets for new in-app tournament feature, partnering with product, engineering, and PM teams to deliver visuals aligned with brand and UX standards.

Ibotta

Senior Designer, B2B Creative → Staff Designer, B2B Creative

Denver, CO (Remote)

September 2021 – August 2024

- Led visual design for all investor-facing materials supporting Colorado's largest tech IPO valued at \$2.67B (April 2024), partnering directly with the CEO and executive leadership across an 8-month preparation cycle. Owned design execution for S-1 filings, investor presentations, Analyst Day, and Roadshow materials, coordinating with 30+ legal and banking stakeholders to ensure SEC-compliant, brand-consistent communications.
- Developed key visual campaigns and brand guidelines for major industry events (Groceryshop 2023, Cannes Lions 2024), enabling team-wide execution and driving high-value partner engagement. The Groceryshop campaign saw 15M impressions (115%+ YoY) and earned a Gold ADDY Award for Local B2B Campaign.
- Designed executive Town Hall presentations for 800+ employees quarterly, translating complex company performance and strategy into clear, engaging visual narratives that supported alignment and morale.
- Evaluated and implemented design proofing software, reducing revision cycles and cutting production time by 30% in a three-month period, improving creative team efficiency and stakeholder collaboration.
- Partnered with cross-functional stakeholders to deliver hundreds of brand-consistent assets across sales, marketing, and events, meeting all deadlines and strengthening visual uniformity across all materials.

InvisiblePPC

Creative Team Lead (contract converted to full time)

Leicestershire, U.K. (Remote)

February 2020 – September 2021

- Led and mentored a team of junior designers producing high-conversion landing pages and digital ad campaigns for clients across 60+ industries, balancing hands-on execution with creative direction.

What's Happening Promotions

Graphic Designer → Senior Graphic Designer → Creative Lead → Marketing Coordinator

Gainesville, FL

April 2016 – May 2020

- Led company-wide brand modernization, redesigning the website, revitalizing social channels, and developing comprehensive brand guidelines adopted across all marketing materials and sales assets.
- Built and scaled a monthly sales email design process in partnership with sales and production teams, increasing average open rates from 8% to 15% and click-through rates from 0.7% to 4.3% within six months.
- Produced press-ready promotional, print, and apparel designs for student housing clients, consistently meeting vendor specifications and high-volume event deadlines.

SOFTWARE

Adobe CC (Photoshop, Illustrator, InDesign), Figma, PowerPoint, Keynote, Google Slides

EDUCATION

Bachelor of Science in Advertising

University of Florida, Gainesville, FL