

# Brittany K. Saunders

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## EXPERIENCE

### PENN Entertainment

Wyomissing, PA (Remote)

Visual Storytelling Designer

February 2025 – November 2025

- Designed slides as the go-to designer for the Head of Design for quarterly earnings presentations and internal program presentations to leadership, often completing urgent requests and exceeding executive team expectations.
- Collaborated with the Design Systems team to design over 40 illustrated and line icons for theScore BET and Hollywood Casino mobile apps, ensuring all icons met both brand guidelines and design system guidelines.
- Designed visual assets to enhance an upcoming tournaments feature in the Hollywood Casino app, partnering with product designers, engineers, and product managers to meet requirements.

### Ibotta

Denver, CO (Remote)

Staff Designer, B2B Creative

December 2022 – August 2024

- Led design in preparation for the largest tech IPO out of Colorado in April 2024 for 8 months. Collaborated directly with the CEO and company leadership to design all graphics and presentation materials for the S-1, investor meetings, Analyst Day, Roadshow, and more. Partnered with 30+ employees from the representing law firm and banks to coordinate implementation of graphics and ensure SEC comments were conformed across all materials.
- Designed the key visual art and brand guidelines for Ibotta's presence at Groceryshop 2023 and Cannes Lions 2024 to be used by designers on the B2B Creative team. The campaigns secured meetings with potential partners, and the Groceryshop 2023 campaign won a Gold Addy at AAF Colorado.
- Created and travelled for quarterly Town Hall presentations in partnership with the C-suite and senior leaders across the organization with the goal of informing, motivating, and recognizing 800+ employees.
- Researched and assisted in the implementation of a design proofing software to streamline the proofing process, reducing the number of revisions per project and reducing time spent on projects by 30%.

Senior Designer, B2B Creative

September 2021 – December 2022

- Collaborated with cross-functional stakeholders on project requests and ensured consistent brand representation across hundreds of design assets including sales presentations, one-pagers, event booths, ads, and more.

### InvisiblePPC

Leicestershire, U.K. (Remote)

Creative Team Lead

February 2020 – September 2021

- Led and worked alongside a small team of two junior designers in the design of high-conversion landing pages and display ads for clients in over 60 industries. Collaborated with 20+ employees in time zones spanning 14 hours.

### What's Happening Promotions

Gainesville, FL

Marketing Coordinator

January 2020 – May 2020

Graphic Designer, Creative Lead

April 2016 – January 2020

- Modernized company branding and created brand guidelines for the marketing team to use for all marketing materials.
- Designed press-ready artwork and print materials for clients, ensuring all vendor guidelines were to avoid delays.

## SKILLS & SOFTWARE

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

**Skills:** Digital and print design, brand identity design, typography, visual storytelling, data visualization

**Tools:** Slack, Asana, ClickUp, Trello, Jira, Confluence, Mailchimp, Stripo, Ziflow, ReviewStudio

## EDUCATION

Bachelor of Science: Advertising

University of Florida, Gainesville, FL