

selected

PORTFOLIO

works

*Brayden
West*



Civitan Semiformal 2016



CLIENT

Civitan Men's Club

ROLE

Branding, Graphic Design

YEAR

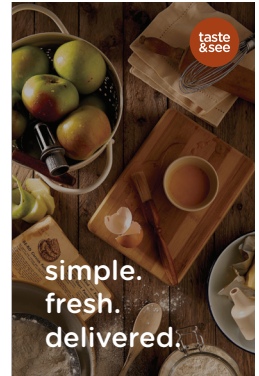
2016

Custom branding project of Civitan Men's Club Fall Semiformal 2016 at the historic BB Club in downtown Vicksburg, Mississippi. Custom identity included digitally illustrated event t-shirt, custom Snapchat geofilter, and promotional giveaway design. Full event design and planning was an additional aspect of this project.

more projects available at www.braydenwest.com



Taste & See



CLIENT

Taste & See

ROLE

Branding, Graphic Design

YEAR

2016

Custom branding project of Taste & See, a premium meal-delivery service specializing in fresh and healthy options. Custom identity included primary brand logo, brand secondary submark, custom social media branding files, promotional print advertising designs, and digital advertising designs.

more projects available at www.braydenwest.com



Brandon High School B Club



BRANDON HIGH SCHOOL B CLUB

Supporting All Sports at Brandon High School



CLIENT

Brandon High School B Club

ROLE

Branding

YEAR

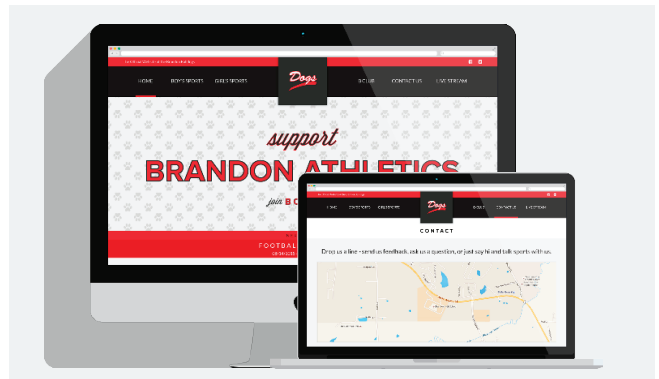
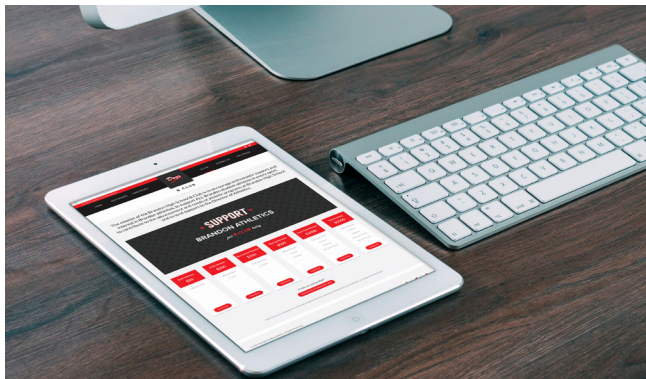
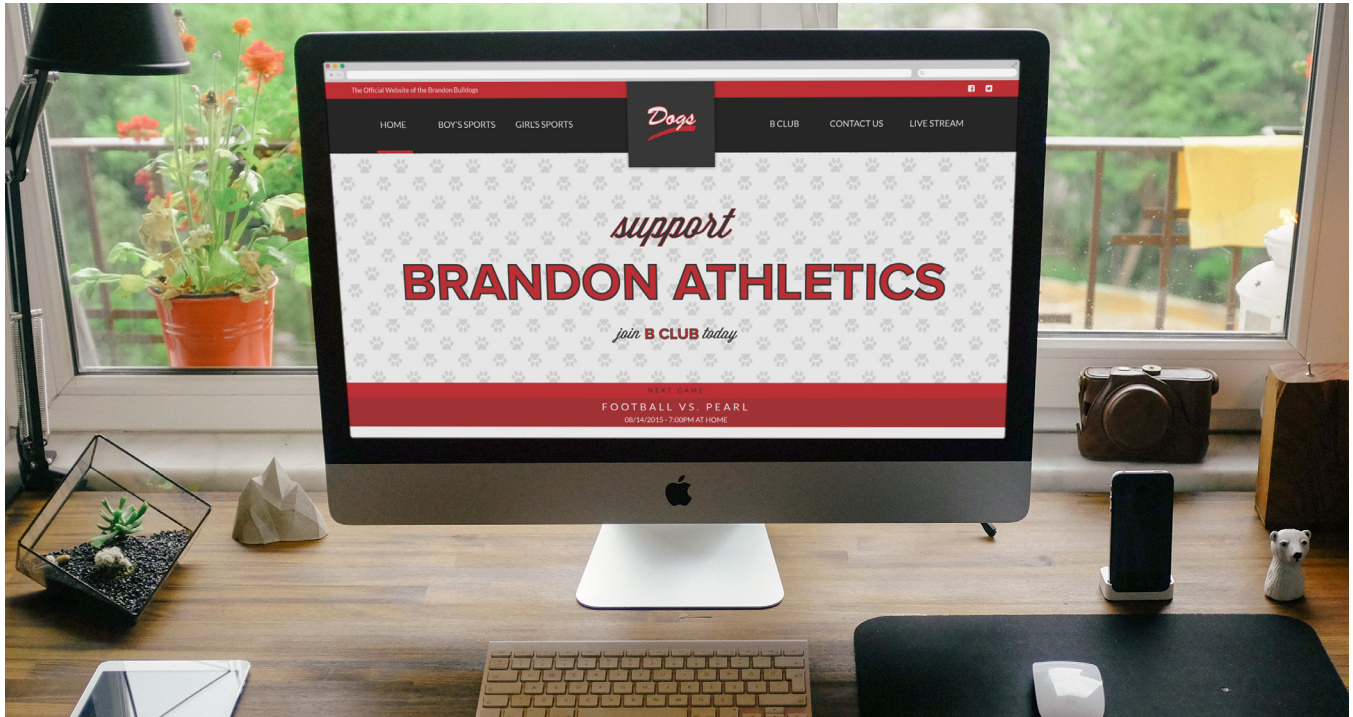
2015

Custom branding project of Brandon High School B Club, a registered 501C3 non-profit organization dedicated to providing unique opportunities to all student athletes at Brandon High School. Custom identity included primary brand logo, branding suite items, and custom social media branding files.

more projects available at www.braydenwest.com



Brandon Athletics Website



CLIENT
Brandon High School B Club

ROLE
Web Design

YEAR
2015

As the icing on the top of the custom branding project for Brandon High School B Club, a new website was designed and developed, containing all the information that any Bulldog fan would ever need – live streaming games video, team rosters, pictures, latest scores, contacts, and more – all while highlighting accomplishments of the student athletes. The site also provided an avenue to allow for online registration and payment for memberships and special events.

more projects available at www.braydenwest.com



Grain Mark



CLIENT

Grain Mark

ROLE

Branding

YEAR

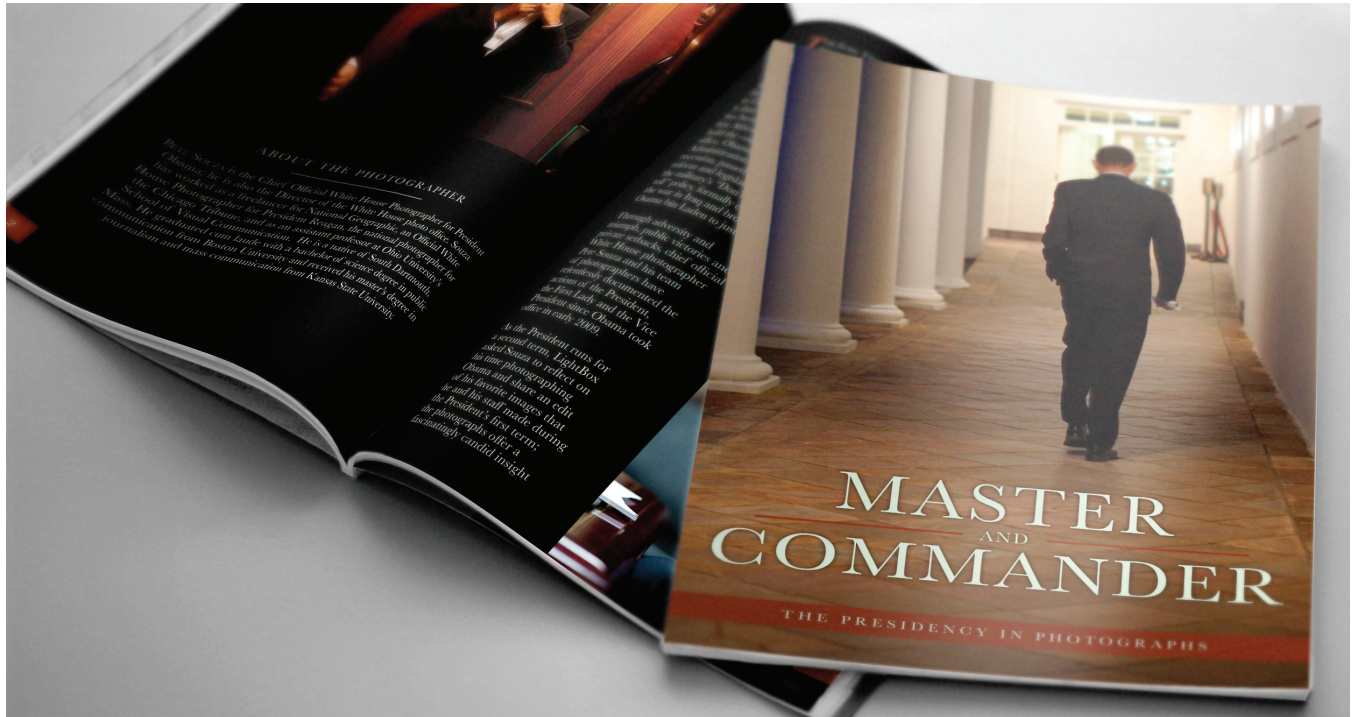
2016

Custom branding project of Grain Mark, an agricultural trading company known for its competitive, efficient, and consistent methods. Custom identity included primary brand logo, brand secondary submark, and custom branding suite items. With strategic trading with a strong emphasis on their values, this company sought a way to portray professionalism and their unique focuses.

more projects available at www.braydenwest.com



Master & Commander Magazine



CLIENT
Class Assignment

ROLE
Graphic Design

YEAR
2015

Custom magazine layout class assignment, utilizing photography of the official White House staff photographer during President Obama's tenure. Magazine layout project included several custom designed page layouts, text input, as well as proper formatting for CMYK offset printing

more projects available at www.braydenwest.com



Brayden West for SGA Vice President



CLIENT
Personal Project

ROLE
Branding, Graphic Design

YEAR
2016

Personal custom branding project to promote a (winning!) Student Government Association Vice Presidency candidacy on the campus of Mississippi College in Clinton, Mississippi. Custom identity utilized for poster designs, social media materials, postcards, promotional stickers, hand-painted backdrop, t-shirts, and overall identity.

more projects available at www.braydenwest.com



The Garage



CLIENT
Class Assignment

ROLE
Branding

YEAR
2015

A logo and branding project created for a class assignment, utilizing basic design principles, such as the Gestalt principles of closure, continuation, similarity, and figure/ground.

more projects available at www.braydenwest.com



Deep South Scuba Advertising



CLIENT
Deep South Scuba

ROLE
Graphic Design

YEAR
2016

Custom advertising project for Deep South Scuba, the largest dive shop in Central Mississippi with dive products, specialty courses, and unique travel experiences. Project included various advertisements to be used in print media format in local markets, airports, and travel agencies.

more projects available at www.braydenwest.com



City of Brandon Geofilter



CLIENT

City of Brandon, Mississippi

ROLE

Graphic Design

YEAR

2016

A custom Snapchat geofilter design for the historic downtown district of Brandon, Mississippi to promote community and tourism. Design utilizes digital illustration of the most notable landmark and travel destination in the historic downtown district, the Rankin County Civil War Monument.

more projects available at www.braydenwest.com



I am a digital designer based in the heart of Mississippi. With experience in the creative fields of branding, digital media, and graphic design, I strive to craft beautiful and unique experiences.

EDUCATION

Mississippi College
Clinton, Mississippi

Bachelor of Science in Biology,
Graphic Design Minor

2013-2017

Brandon High School
Brandon, Mississippi

High School Diploma,
with Honors

2009-2013

SKILLS

ADOBE CREATIVE SUITE

SOCIAL MEDIA

BRANDING

MARKETING

EVENT PLANNING

DIGITAL MEDIA

WORK EXPERIENCE

Mississippi College Admissions
Student Assistant
November 2013 – Present

Responsibilities:
Digitalize paper files as a part of a paperless office environment; enter prospective students' information into campus-wide systems and programs; assist with new student orientations and registration days; freelance graphic and print design for Admissions office's special events and overall branding

Brandon High School B Club
Director of Web Communication
May 2014 – January 2016

Responsibilities:
Initial conceptualization, development, and implementation of new website; maintenance of website and social media accounts; graphic and print design for all website, social media, and advertising; utilization of social media to increase awareness of athletic and various charitable events

ACTIVITIES

Mississippi College SGA
Vice President, Student Senator, President's Cabinet Graphic Designer

Civitan Men's Club
Formal / Semiformal Chair, Socials Chair, Spirit Committee Member

MC Homecoming Committee
Special Events Coordinator & Member

HONORS

President's List Scholar, Dean's List Scholar, Alpha Chi, Alpha Epsilon Delta, Mortar Board, Matthew Bradford SGA Senator of the Year, Hall of Fame Selection Committee