



## BRIAN NEWMAN

Designer

### CONTACT

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brianstatus.com

### SKILLS & TOOLS

Product Design  
UX UI Design  
Design Systems  
Stakeholder Collaboration  
Branding  
Motion Graphics  
Figma  
Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe After Effects

### EDUCATION

#### EX'PRESSION COLLEGE FOR DIGITAL ARTS

2004-2007

Motion Graphic Design B.A.S.

#### ACADEMY OF ART COLLEGE

2003-2004

Undergraduate (Graphic Design)

### WORK EXPERIENCE

#### HEAD DESIGNER

Netography | 2019-2025

- Led UX/UI design for Netography's SaaS security platform, improving analyst workflows and accelerating feature delivery through clear prototypes and design systems
- Directed company branding, marketing assets, and website, strengthening brand identity and market presence
- Established scalable design systems and processes, reducing design/development time and ensuring consistency across products and marketing

#### TESLA ADVISOR

Tesla | 2018-2019

- Rapidly promoted twice within six months in recognition of performance and customer rapport before Tesla announced moving to online sales model

#### LEAD DESIGNER

Alien Buffalo Designs | 2016-2018

- Created and implemented comprehensive branding and identity systems, including logo, typography, and visual guidelines
- Designed marketing collateral and collaborated closely with engineering on product design to ensure a cohesive brand experience

#### CREATIVE DIRECTOR

GROW Design & Development | 2014-2016

- Managed end-to-end project execution from onboarding to delivery
- Directed creative, visual design, and implementation across digital and print
- Streamlined workflows and project templates, improving efficiency and reducing turnaround time

#### GRAPHIC DESIGNER

Freelance | 2012-2014

- Clients: HP, Netflix, Nvidia, Neustar, Genentech, Arborwell, and more
- Delivered UI/UX, websites, motion graphics, print, and branding assets
- Adapted to diverse industries, creating high-impact visuals and user experiences

#### GRAPHIC DESIGNER

3Crowd / XDN | 2010-2012

- Led UI/UX, branding, and web marketing for a Bay Area tech startup
- Designed product interfaces in close collaboration with developers
- Managed company website and produced print & promotional video assets