

BRIDGET PRICE

Bridget Price

Austin, TX
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www.bridgetprice.design

Strategic and collaborative Art Director with 10+ years of experience shaping brand systems, leading creative direction, and delivering thoughtful design solutions across digital, print, and experiential touchpoints. Experienced in translating business goals into compelling visual narratives, mentoring designers, and owning projects from kickoff through delivery for 50+ clients.

Experience

Art Director

ENVISION CREATIVE

2025 — Present

- Lead creative direction and visual design across branding, digital, web, marketing, and campaign projects for 50+ clients, owning engagements from kickoff through final delivery.
- Partner directly with business owners, executives, and CMOs to understand objectives, present creative concepts, lead client meetings, and guide design decisions from strategy through execution.
- Lead brand identity development and rebranding initiatives, with 5+ rebrands completed across client engagements.
- Lead website design and launch projects, with 8+ websites launched, and contribute to app and digital product design experiences.
- Develop brand systems, campaign concepts, digital experiences, marketing materials, and visual assets across print, web, social, packaging, and experiential touchpoints.
- Manage creative workflows, project timelines, deliverables, and stakeholder communication using Asana and other project management tools.
- Mentor designers through creative development, design critique, feedback, and execution while maintaining high visual standards.

Senior Graphic Designer

ENVISION CREATIVE

2023 — 2025

- Led and executed brand, web, marketing, and campaign projects for a diverse client roster, delivering strategic design solutions through close collaboration with internal teams.
- Developed visual identities, design systems, websites, marketing collateral, social assets, campaigns, and digital experiences across multiple industries.
- Collaborated with clients and internal stakeholders to translate business goals into clear creative concepts and cohesive brand experiences.
- Presented creative concepts and design solutions, incorporated stakeholder feedback, and managed projects through iterative development and delivery.

Freelance Designer

SELF-EMPLOYED

2022

- Partnered with clients across multiple industries to deliver branding, web, and marketing design while independently managing projects from concept through final execution.
- Developed brand identities, digital experiences, marketing materials, and campaign assets while building strong client relationships.

Graphic Designer

BANYAN BOTANICALS

2021

- Supported and evolved brand visuals across social media, marketing, packaging, and digital collateral for a holistic health and wellness brand.
- Created on-brand visual assets across multiple channels while maintaining consistency with established brand standards and messaging.

Design Lead

TRUAURA BEAUTY

2019 — 2020

- Led visual execution of brand vision across social media, advertising, marketing, packaging, and web design.
- Designed creative materials supporting product promotion and business growth while maintaining a cohesive visual identity across channels.

ART DIRECTOR

WWW.BRIDGETPRICE.DESIGN

BRIDGET PRICE

Education

Bachelor of Fine Arts — Communication Design

TEXAS STATE UNIVERSITY

2014–2018

SKILLS

SELECTED CLIENTS

Astound Communications
University of Texas

Creative Direction & Leadership

Art Direction
Creative Leadership
Creative Strategy
Concept Development
Campaign Development
Brand Storytelling
Design Critique & Feedback
Mentorship & Team Development

Brand, Design & Craft

Brand Identity Systems
Brand Strategy
Rebranding
Visual Identity
Typography
Layout & Composition
Campaign Design
Digital & Print Design
Packaging Design
Experience Design

Digital & Product

Web Design
Website Design
App Design
Digital Product Design
UX/UI Collaboration
Responsive Design
Design Systems
Content Design
Social Media Design

Strategy & Collaboration

Client Presentation & Storytelling
Client Meetings
Executive & C-Suite Presentations
Cross-functional Collaboration
Stakeholder Alignment
Brief Development
Creative Problem Solving
Project Planning
Workflow Management

Software & Project Management

Adobe Creative Suite
Photoshop
Illustrator
InDesign
After Effects
Figma
Asana