



Bryan C. Prince

GRAPHIC DESIGNER

PORTFOLIO

in

DESIGNING FOR **IMPACT**, WRITING FOR **CONNECTION**.

I'm a multi-dimensional graphic designer that blends creativity with strategy to create experiences that resonate, whether through the visuals of design or the precisions of words. Elevating brands since 2017. I'm experienced at solving complex problems, collaborating across teams, and creating designs that impact users.

Work Experience

Freelance Graphic Designer

September 2017 - Present

- Redesigned brand identity for Center for Language Sciences, which contributed to launching a new lecture series
- Designed brand identity for fintech startup, Tradz, who is now pitching to venture capital firms

Department Manager

University of Rochester

January 2023 - Present

- Manage \$7+ million in operational, capital expense, and grant accounts
- Launched a resources hub for graduate students, enhancing access to academic and administrative support
- Designed and developed dynamic Excel databases that streamline data management and enhance decision-making (student directory, curriculum database, keys and space access, etc.)
- Supervise 30+ student employees in various roles, providing mentorship and support
- Executed 4 faculty tenure and promotion cases, 4 new faculty appointments, and 5 leave cases, ensuring compliance and departmental growth
- Review and manage 200+ applications for 4 graduate programs, annually

UX Content Design Intern

Handshake

June 2022 - August 2022

- Increased traffic to job postings by 30%
- Increased the push notifications CTR by 19.1%
- Collaborated with senior leadership and participated in product launches, design critiques, and content strategy workshops
- Worked cross-functionally in a three-sided marketplace (Student, Employer, Education)
- Maintained and co-authored company-wide style guide and best practices

Skills

Creative Tools: Figma, Illustrator, Canva, Photoshop

Design: Typography, Color Theory, Design Thinking, Wireframing, Branding

Web Development: UX, HTML, CSS, Wix Studio, Shopify, SEO Optimization

Writing: UX Writing, Content Design, Copywriting, Creative Writing

Soft Skills: Communication, Attention to Detail, Leadership

Education

B.A. in Graphic Design

Southern New Hampshire University
December 2025

B.A. in English: Creative Writing

University of Rochester
December 2022

A.A. in English: Creative Writing

Monroe Community College
December 2020