

# Delaney Brown

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## Education

The Ohio State University Bachelor of Science in Design

May 2025

## Experiences

### Ohio State Athletics Graphic Designer

September 2025 - Present

- Design and execute high-quality social, digital, animated, print, and email graphics, for multiple Ohio State Athletics teams and departments.
- Partner with Creative Services and Marketing to fulfill design requests and create advertising campaigns focused on fan engagement and revenue growth.
- Efficiently manage multiple design projects across a wide range of deliverables, meeting tight deadlines while maintaining strong attention to detail.
- Utilize Adobe Creative Cloud and Microsoft 365 daily; collaborate with UniPrint and external vendors to produce printed materials.
- Mentor and guide design interns on best practices, critiques, and Ohio State brand standards.

### Columbus Blue Jackets Freelance Graphic Designer

August 2025 - Present

- Design and produce 40+ digital banner ads, paid social graphics, and digital billboards per home game, supporting in-game promotions and sponsor activations.
- Create and execute all visual assets for the 50/50 Raffle promotion benefiting the Columbus Blue Jackets Foundation and other organizations for each home game.
- Supports the Corporate Partnerships team by producing branded assets for sponsorship activations and in-game promotions.
- Support design requests for the Student Rush program, creating targeted promotional graphics for student audiences.
- Produce LED and in-game digital graphics for promotions, sponsorship features, and arena displays.
- Collaborate with the Creative Services team to support design needs.

### Ohio State Athletics Creative & Branding Internship

March 2024 - August 2025

- Works with the creative services team to fulfill requests for sports teams and departments.
- Complete projects in a variety of mediums for various sports teams and departments within Ohio State Athletics. Including but not limited to social graphics, e-mail art, digital advertisements, impact reports, donor proposals, signage, apparel, recruiting and materials.
- Efficiently manage multiple design projects in a fast-paced sports environment, ensuring high-quality execution, meeting tight deadlines, and adapting to shifting priorities with strong attention to detail.

### Columbus Blue Jackets Creative Services Intern

August 2024 - May 2025

- Collaborated with the Creative Services team to fulfill design requests across all departments within the organization.
- Assisted in the design and production of digital and print assets, including online banner ads, social media graphics, email art, newspaper ads, publications, sponsorship materials, signage, promotional items, apparel, postcards, and corporate pitch deck mockups.
- Managed multiple design projects simultaneously, ensuring high-quality execution while meeting tight

deadlines and adapting to shifting priorities.

- Maintained consistent application of Columbus Blue Jackets branding guidelines across all creative collateral.

### **Ohio State Office of Student Life Graphic Design Intern**

September 2023 - February 2024

- Assisted in the creation of marketing and promotional designs across all areas of Student Life.
- Supported student organizations by developing logos, apparel, and other custom design assets.
- Contributed to day-to-day design projects by creating concepts and executing designs for Student Life marketing initiatives, including print collateral, promotional items, and digital media such as social graphics, motion graphics, and digital displays.

### **Prospects by Sports Illustrated Multimedia Content Creator Intern**

May 2023 - May 2024

- Designed and produced promotional posters and graphics for upcoming Prospects by Sports Illustrated events.
- Developed event-specific logos for Prospects by Sports Illustrated initiatives.
- Created engaging social media content for Instagram posts and stories, Facebook, and Twitter.
- Collaborated with team members to establish campaign objectives, execute deliverables, and identify and solve creative challenges.

### **Ohio State University Resident Advisor**

August 2022 - May 2024

- Served as a mentor and support resource for residents while upholding and enforcing Campus Living policies.
- Collaborated with fellow Resident Advisors to foster a positive, inclusive, and engaged hall community.
- Planned, organized, and presented educational hall programs, utilizing strong organizational and public speaking skills.
- Applied mediation and conflict resolution skills to address resident concerns and support community well-being.
- Designed and decorated hallway displays that promoted resident well-being, mental health awareness, and community engagement.

### **Leadership & Involvement**

- Member | CSCA | Ohio State University | August 2024 - May 2025
- Member | The National Society of Leadership and Success | Ohio State University | January 2023 - May 2025
- RA Co-Social Media Coordinator | Ohio State University - Morrill Tower | August 2023 - May 2024
- Mentor | Design Foundations | Ohio State University - Design Department | January 2022 - May 2024
- RA Advisor | Community Council | Ohio State University - Mack Hall | August 2021 - May 2022

### **Awards**

- Columbus Society of Communicating Arts (CSCA) Creative Best 2025 Merit Award