

# Brendan Norris

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## EDUCATION

**California State University, Monterey Bay, Seaside, CA** May 2024  
Bachelor of Science in Communication Design, concentration in Visual Design

**West Valley College** May 2022  
Associate of Arts in UX and App Design  
Associate of Arts in Liberal Arts and Humanities  
Certificate of Achievement in Graphic Design

## SKILLS

**Video and Motion Graphics:** Adobe After Effects, Adobe Premiere Pro, FrameWrx

**Graphic and UX Design:** Adobe Photoshop, Illustrator, InDesign, Dimension, XD, Lightroom, Figma, Canva

**Software:** Microsoft Office, Google Suite, Mailchimp

**Coding Languages:** HTML5, CSS, JavaScript

## WORK EXPERIENCE

**Daktronics** Jan 2025 - Present  
Motion Designer and FrameWrx Project Manager San Jose, CA (Remote)

- Delivered editable motion templates in FrameWrx for businesses and community centers, optimized for visibility and driver safety on roadside displays
- Enhanced live sporting event experiences by customizing Adobe After Effects templates with team branding across varied formats (16:9, ribbon, vertical)
- Managed full production pipeline for FrameWrx template projects — coordinating with in-house and freelance artists, ensuring editability, and performing final quality assurance
- Solved complex resizing and brand compliance challenges for sports catalog content while maintaining visual integrity

**Associated Students of CSU Monterey Bay** July 2023 - May 2024  
Digital Content Specialist Seaside, CA

- Created print and digital marketing materials for school events and announcements, including the AS Elections marketing campaign which resulted in a record number of participants (15 total candidates)
- Designed and produced event signage and provided on-site event support
- Coordinated with AS elected officers and the media production department to broadcast messages and inform the student body about AS proceedings and initiatives

**West Valley College** Jan 2022 - May 2022  
Lab Assistant Saratoga, CA

- Co-produced the Spring 2021 WVC Virtual Fashion Show, which included conducting photoshoots, shooting runway footage, editing interviews, and compiling footage into a final video
- Produced a promotional video for the Cilker School of Art and Design program to be featured online and at campus events

## PROJECTS

**California State University, Monterey Bay** Jan 2024 - Apr 2024  
ESports Lounge Interior Wallpaper Seaside, CA

- Designed all graphic assets for all 4 walls of the ESports lounge located in the Otter Student Union
- Easily implemented client feedback by using linked files within Adobe Illustrator and Photoshop to maintain a nondestructive workflow
- Collaborated with print vendors to ensure quality and accuracy of printed materials