

BRIANNA GILMARTIN

Illustration and Art Direction

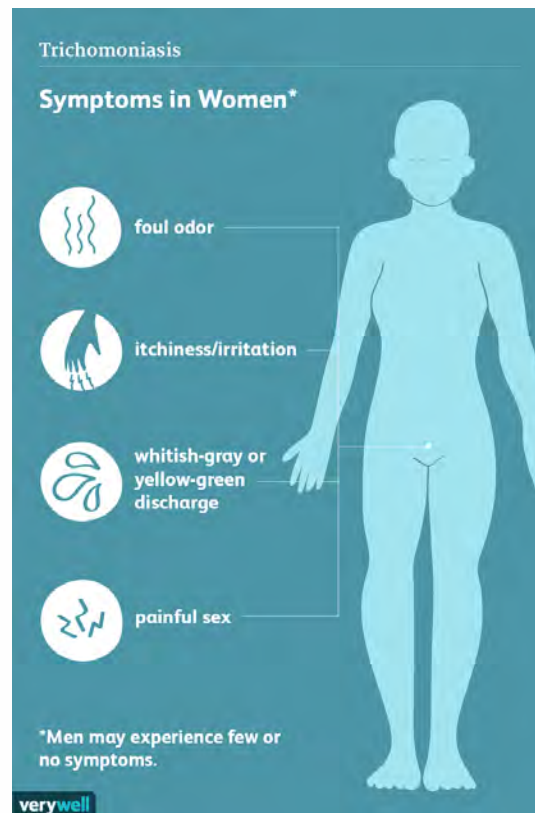
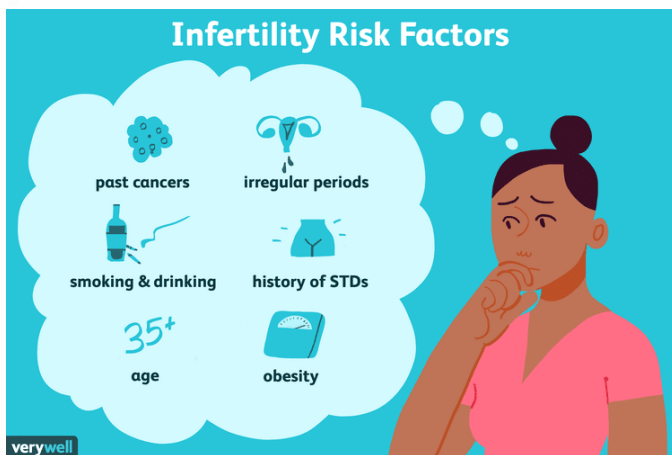


Verywell Style Development

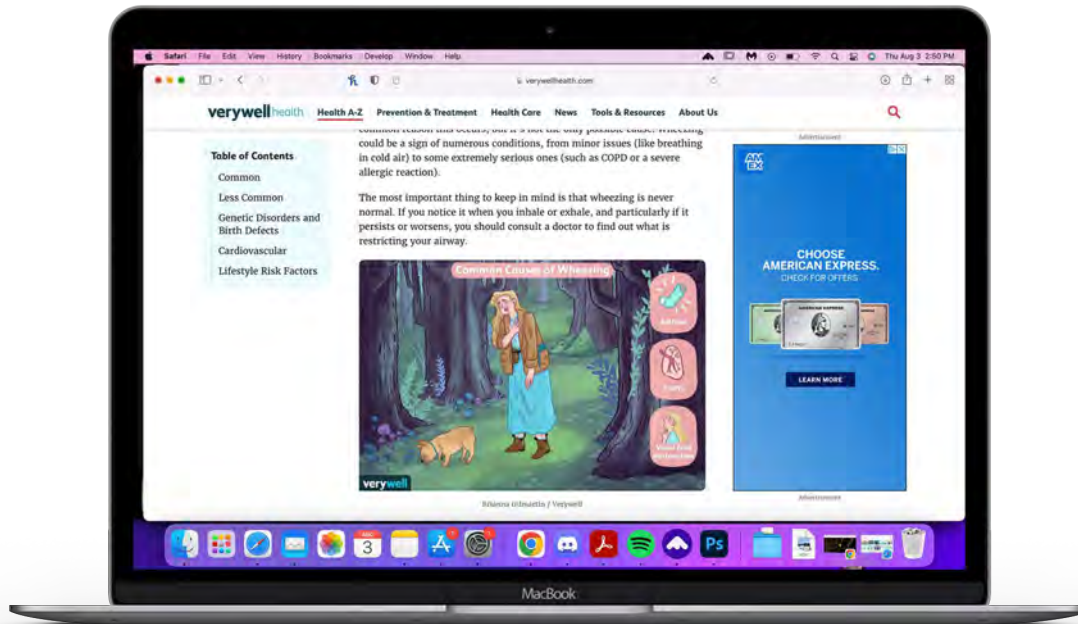
Task:

When I joined Dotdash in 2018, I was brought on as the primary illustrator for the Verywell brand with the goal of steering away from using repetitive design templates. Therefore, I was responsible for enhancing the brand identity, look, and feel for featured imagery using engaging and colorful illustrations and infographics. This made the brand style recognizable going forward as featuring colorful, informative, and fun illustrations. Verywell continues to maintain this look for their content.

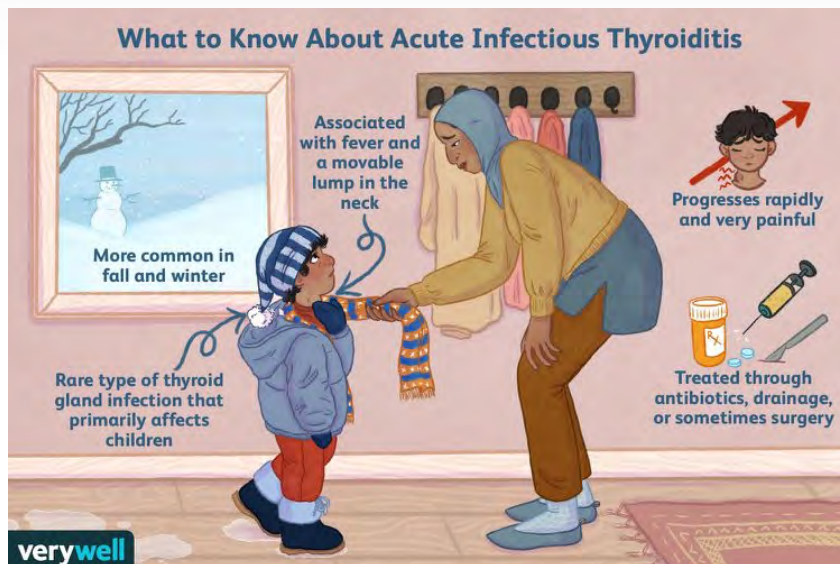
Outdated design templates:

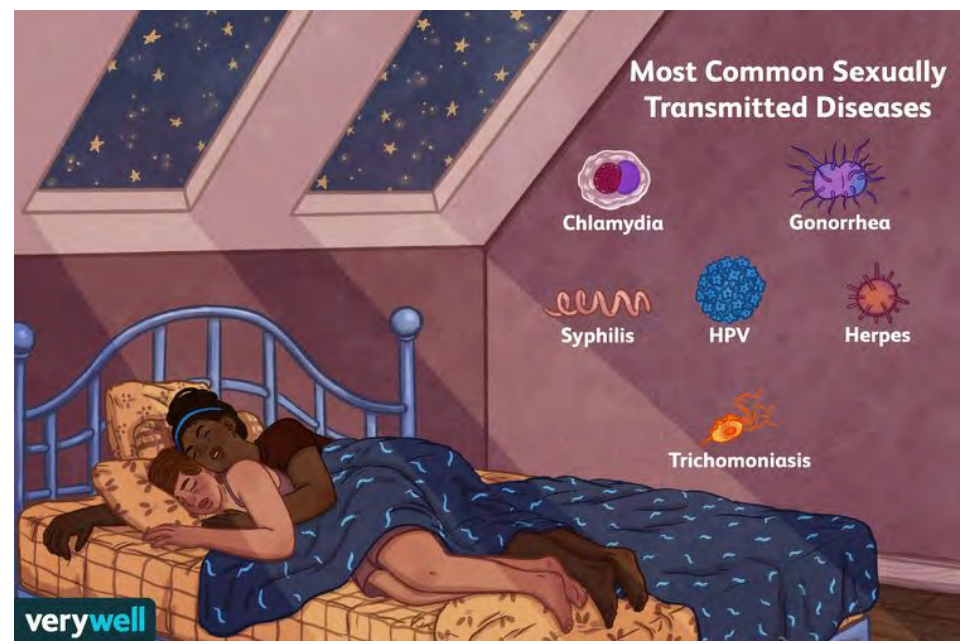


The New Look



I created illustrations and infographics that were curated to the content and contained a variety of icon and call out bubble styles placed organically within the image. The infographics compliment the core content of the article, while containing enough information to stand alone on Pinterest and social media. The highly illustrative, colorful assets stand out against competitors, while attracting engagement from users.



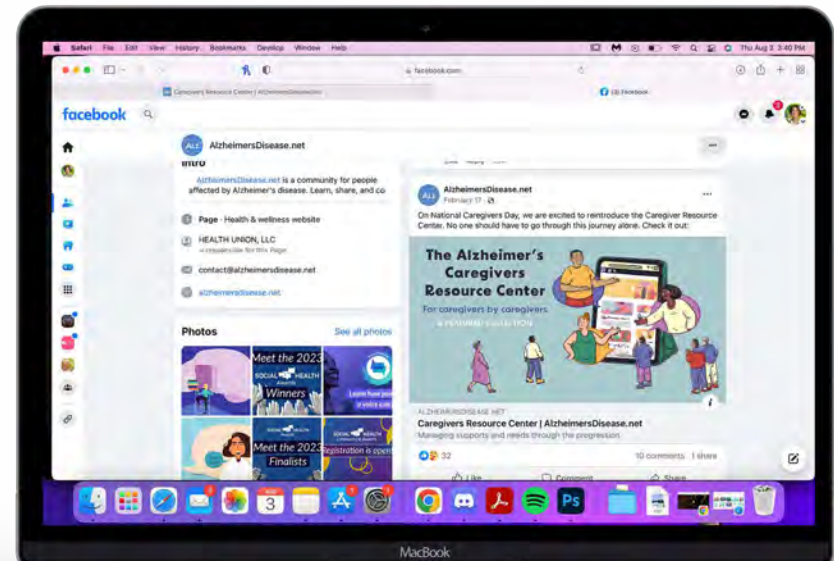
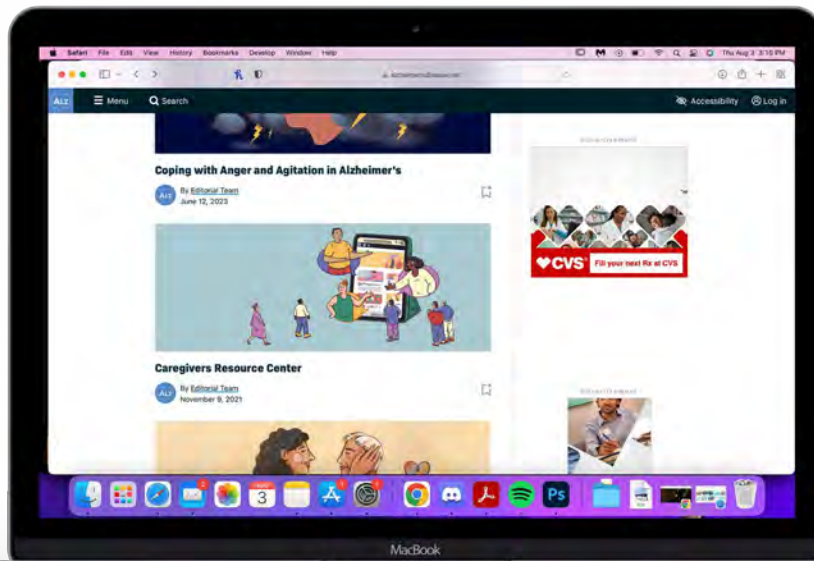
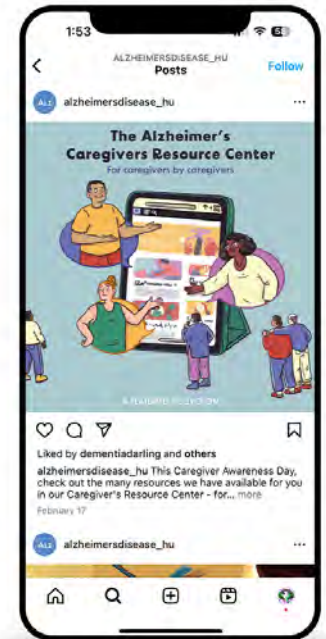
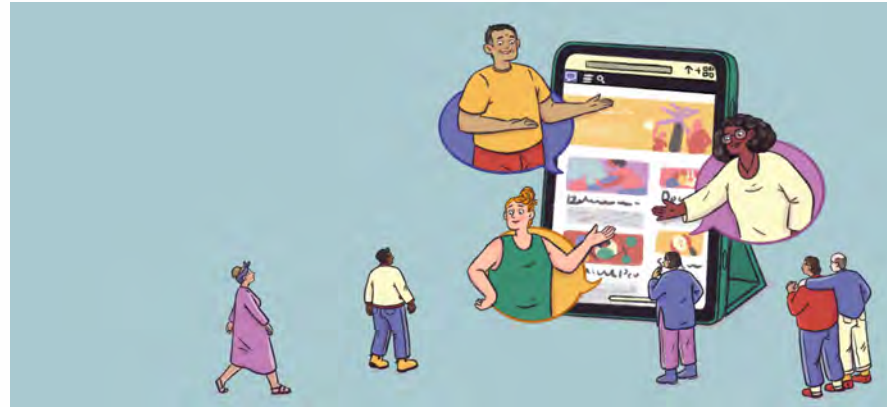


During my time at Verywell, I was also the first and primary illustrator to spearhead the **Verywell News** illustrations. The content was more current event based, including many articles published during the height of the Covid-19 Pandemic which updated viewers on the most recent news and best practices. Turn-around time for Verywell news assets were typically a few days and required featured imagery as well as social media sizes.



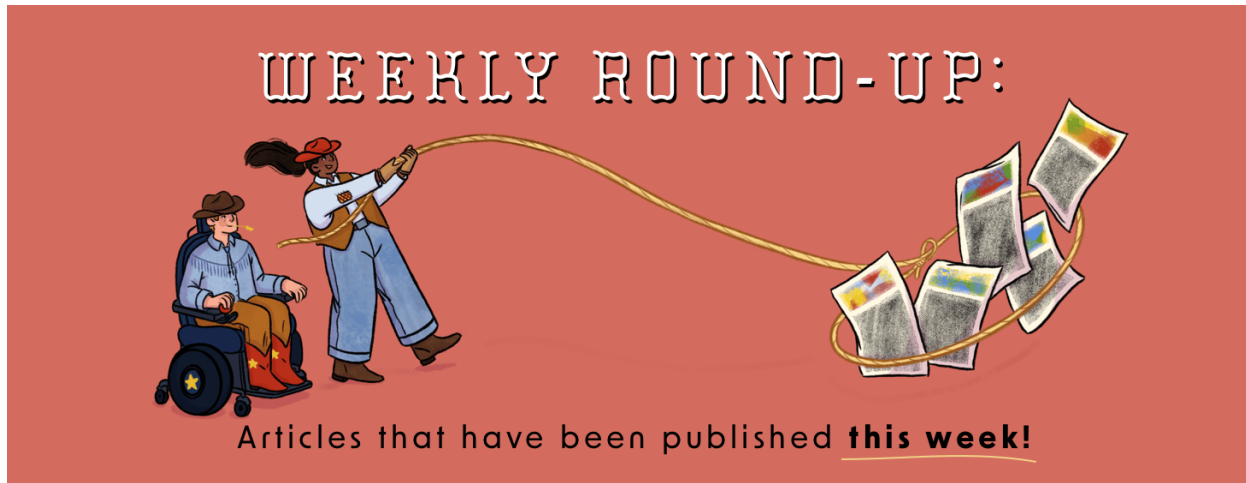
AlzheimersDisease.net HUB/ Featured Collection Creation

As art director and senior designer of the Alzheimer's Disease community, I rebranded the Caregivers Resource Center. This included creation of promotional assets, featured assets, resizing of article assets including preview imagery and tile imagery, and constructing and editing in the Wordpress template used by HU.

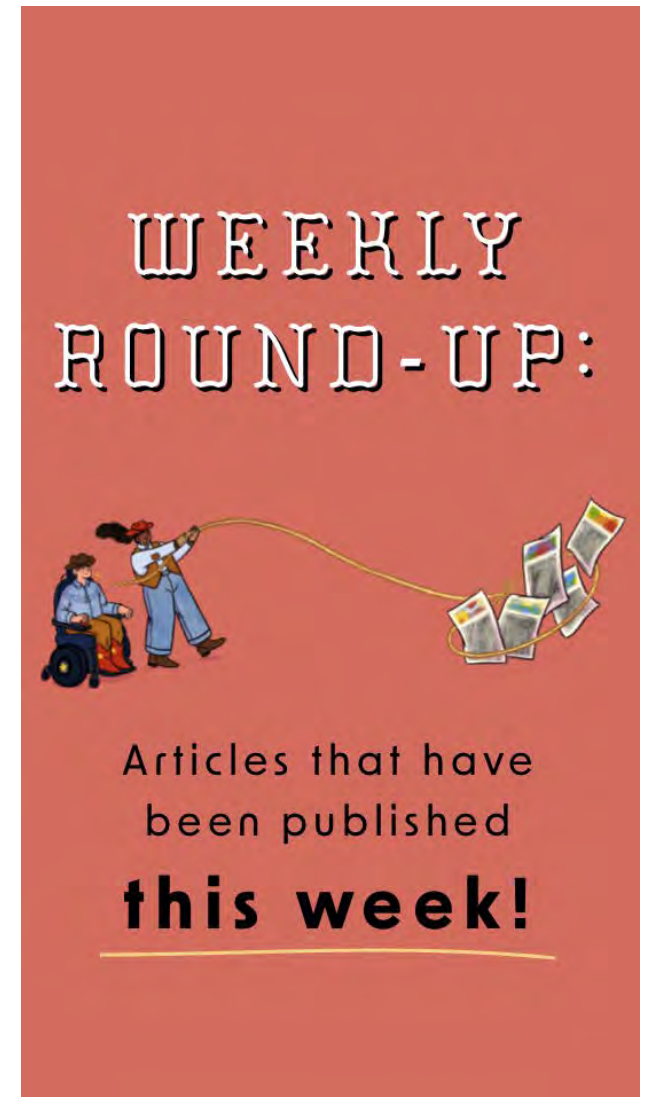


Weekly Round-up for SpinalMuscularAtrophy.net

While art director and senior designer of SpinalMuscularAtrophy.net, I was tasked with creating a series of assets that could be used weekly on social media to highlight the articles published that week.

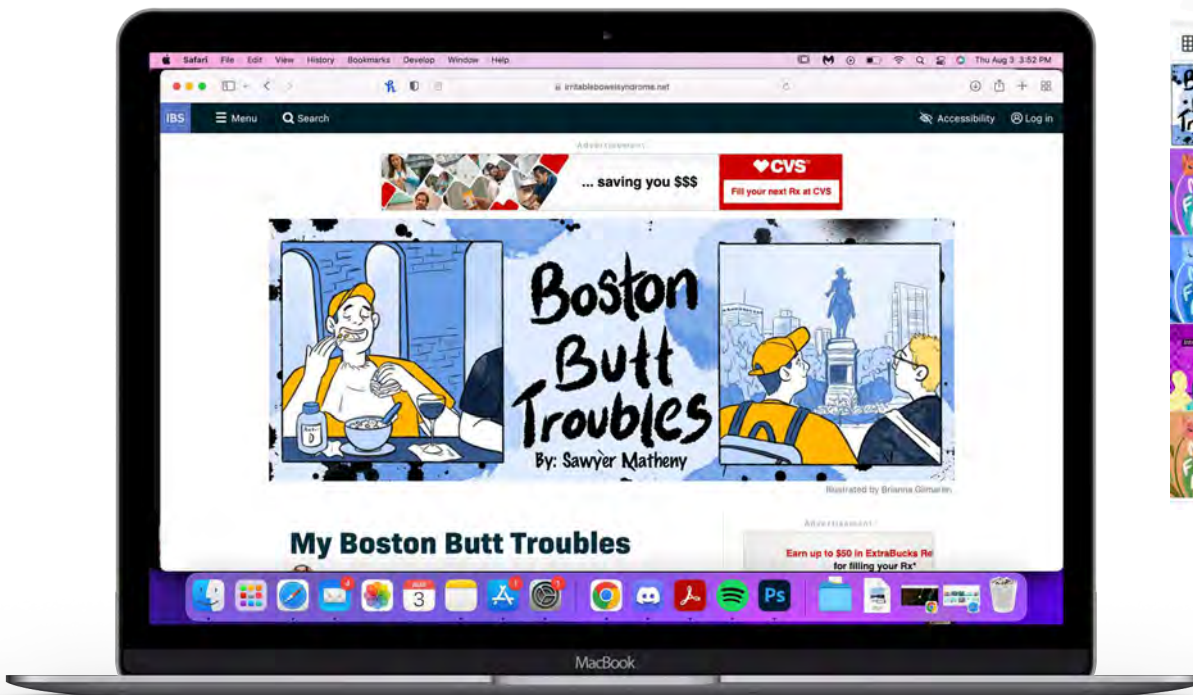


Inspired by "Round-up", I created an illustration that would represent both patients and caregivers of the community by having a caregiver lassoing articles with an SMA patient. The tone of this community generally geared toward positivity and living a full exciting life with their disability. This tone worked well to playfully highlight the articles from the week.



Comic Creation for IrritableBowelSyndrome.net

As art director and senior designer for the Irritable Bowel Syndrome community, I pitched and innovated turning a patient story into a comic to add to the user experience on site and on social media. A comic of this scope had never been previously done at Health Union, and the comic increased engagement on site and quickly became and maintained the position of one of the top 3 performing articles of all time on IrritableBowelSyndrome.net.

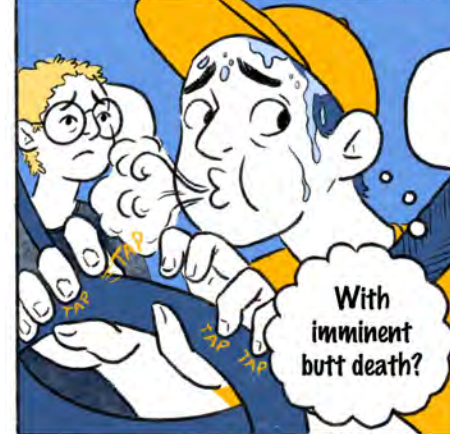


3 Months: Aug 10, 2022 - Nov 10, 2022

Post	Engagement	Followers	Impressions	Reach	Likes
 AUG 11, 2022 12:03 PM "Was this how our trip was going to end? A..."	1.24%	2,505	686	592	28
 AUG 12, 2022 11:38 AM Community member DeeDee needs some...	0.56%	2,506	401	392	10
 SEP 2, 2022 9:30 AM New community forum! Member,...	0.56%	2,519	392	387	12
 AUG 26, 2022 10:30 AM We're excited to introduce the 2022...	0.48%	2,512	650	309	11
 SEP 16, 2022 4:47 PM Community member, bobj, is looking for...	0.43%	2,535	428	417	10

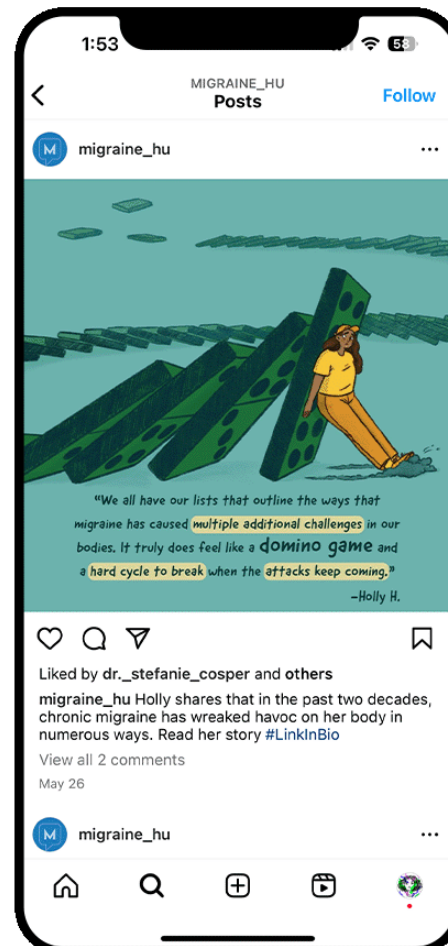
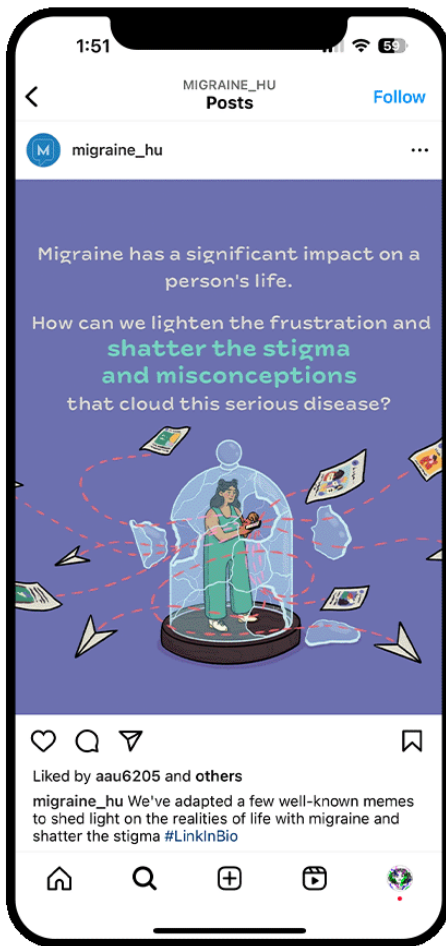
This data shows the Instagram post of the comic outperforming the 4 previously top performing social media posts.

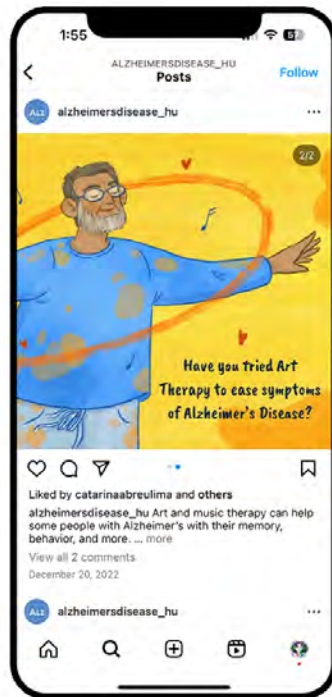
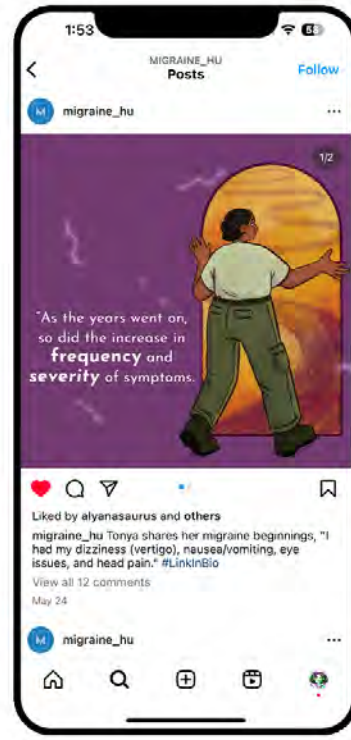
Final Assets:

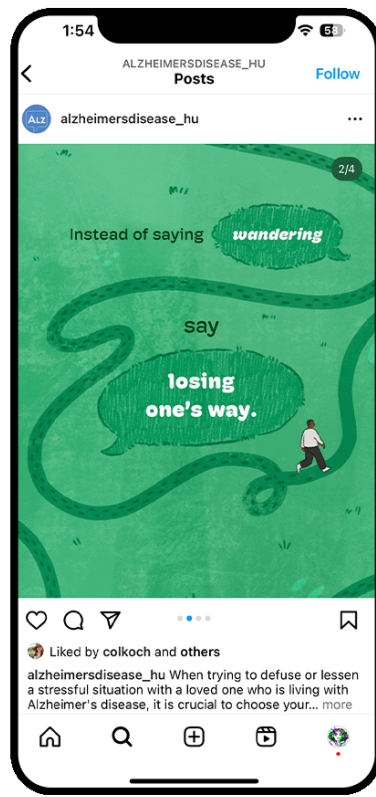
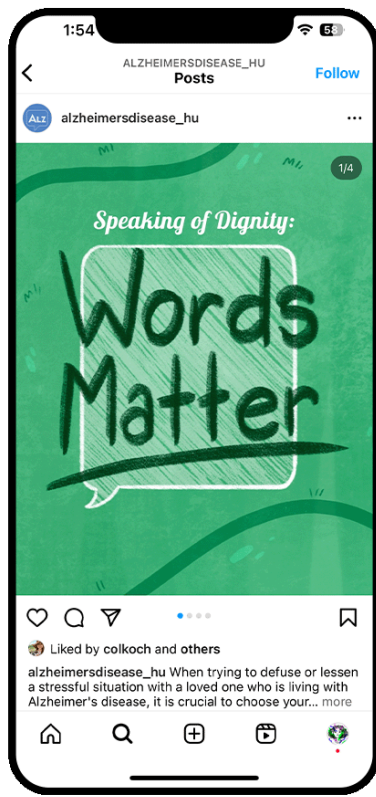


Instagram Assets Created at Health Union

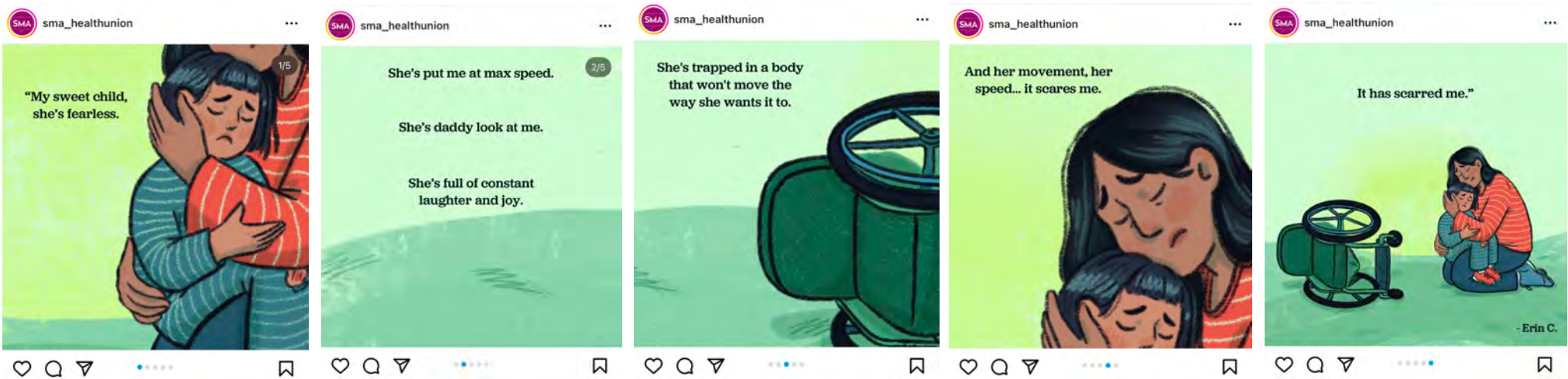
As art director and senior designer over 4 different communities at Health Union, a personal goal was to innovate and experiment with how the team created assets for our Instagram pages to increase engagement and attract new demographics. Using Later data and collaborating with our Data Lead on the UX team, I had learned that our imagery with quotes from the articles as well as carousel posts consistently out performed posts containing one image without a quote.







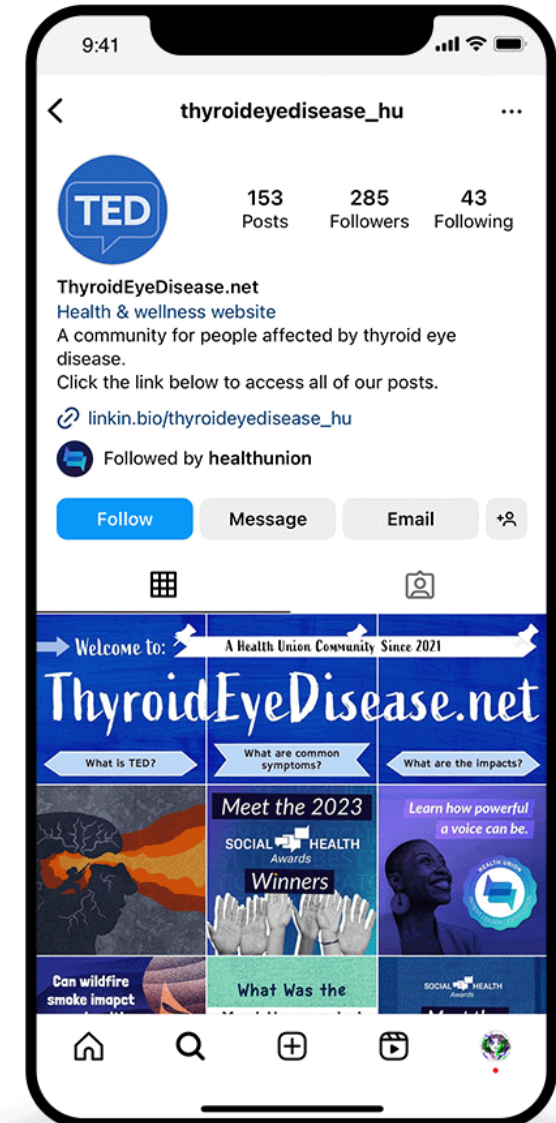
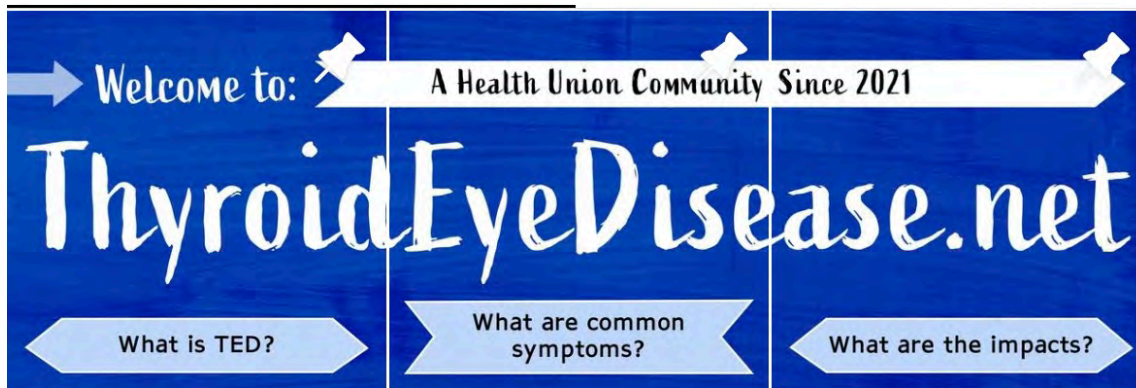
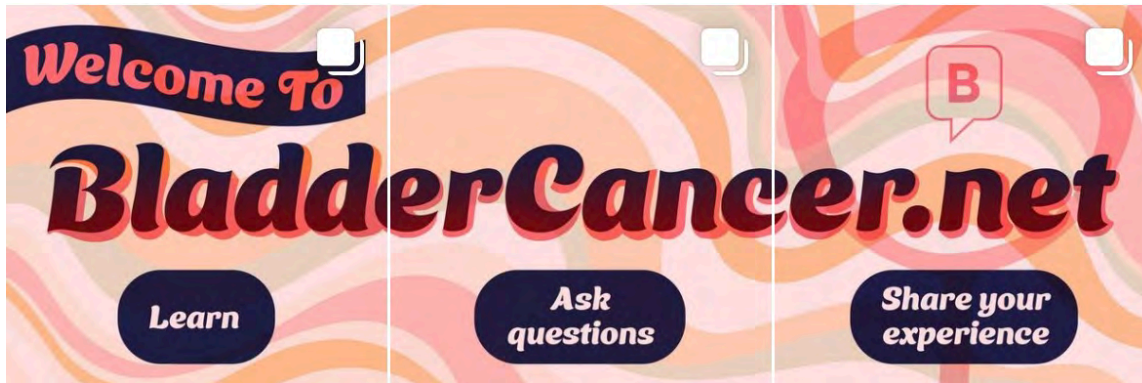
Creating diverse social media assets boosted the social media presence of each brand. These posts received more engagement and outperformed posts that didn't contain quotes from articles, question prompts, or calls to action. At Health Union, I was asked to lead a presentation to my team on comic creation and Instagram carousel creation to help the team utilize my findings for the sites they were the lead on.



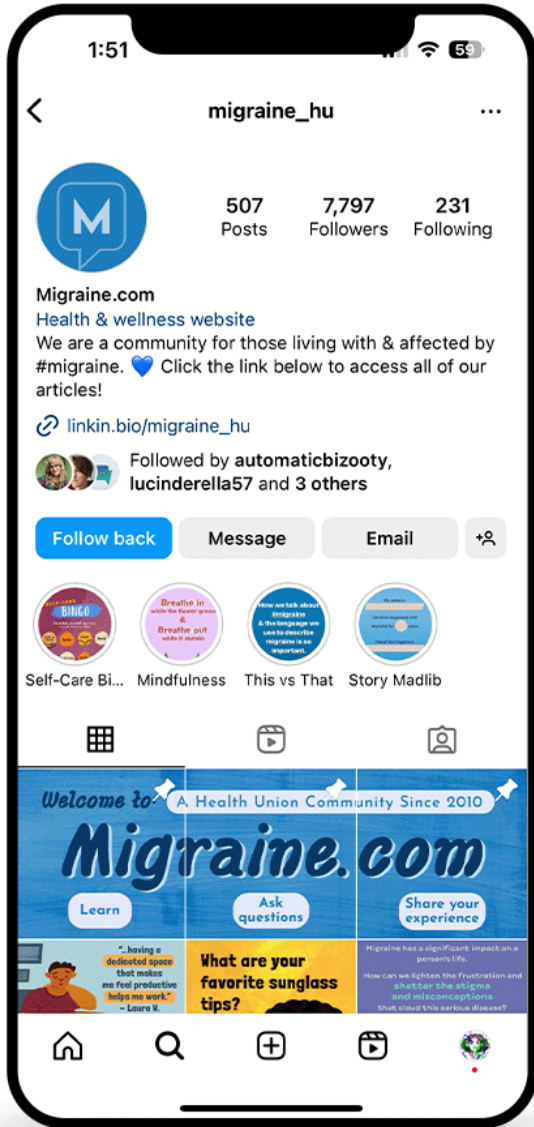
Pinned Banner for Migraine.com Instagram page:

As art director and senior designer for the migraine community, I created a pinned banner for their Instagram page using brand backgrounds and colors, keeping visual sensitivities of the migraine community in consideration.

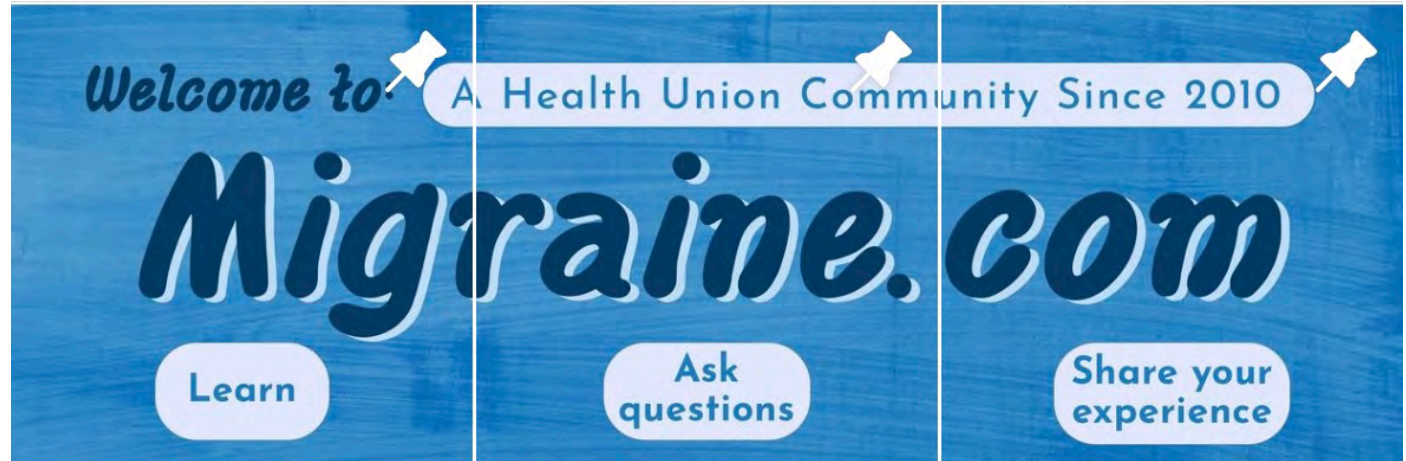
The inspiration for the asset creation from other HU brands::



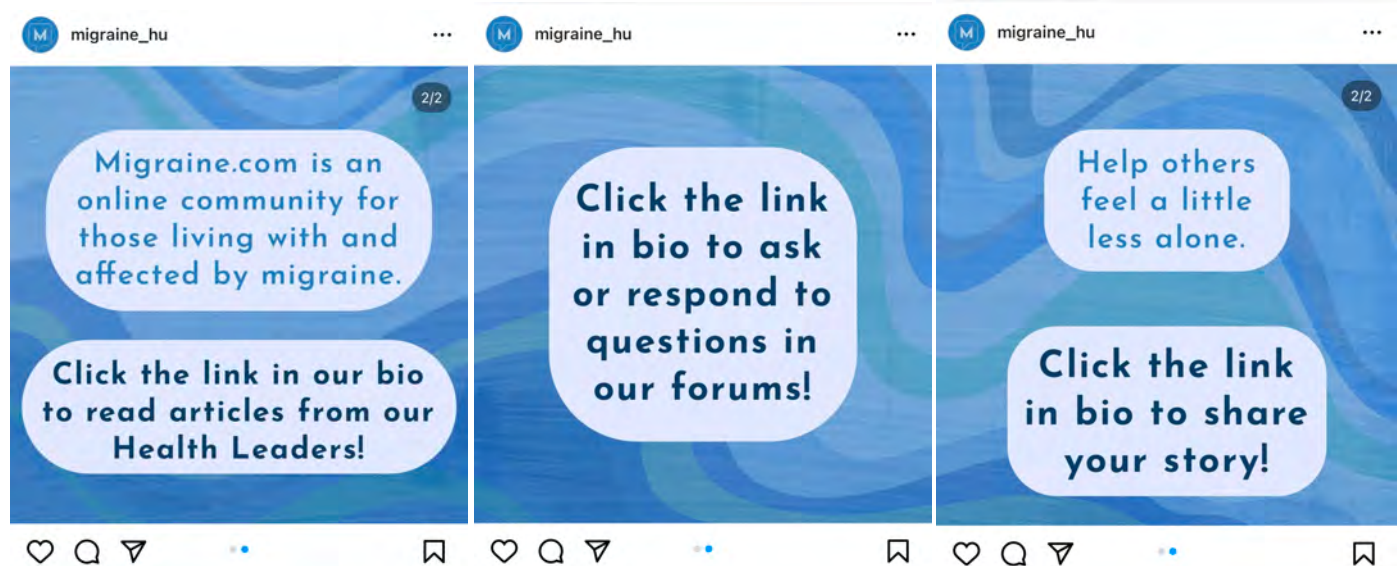
Final assets:



Slide one:



Slide two:



Mememes for Migraine Awareness Month 2023

For Migraine Awareness Month, my community leads and I collaborated on how to best create social shareables within the theme of "what those with chronic migraine wish others understood about the disease". I pitched the idea of doing mememes as a lighthearted way to share what to say vs. what not to say. The community members were enthusiastic about the idea and helped us to develop copy for the imagery. I was then tasked with choosing 5 popular mememes to emulate, design, and execution.

Can you recognize the mememes referenced??



THANK YOU

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