

Brandan Haggiag

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Portfolio: www.brandanhaggiag.com

SUMMARY

Creative graphic designer with expertise in branding, marketing campaigns, and consumer product development. Skilled in Adobe Creative Suite, Affinity Suite, Canva, and Blender, with experience leading cross-functional teams to deliver high-impact visuals and retail-ready products. Proven record of generating revenue through effective design, e-commerce management, and brand strategy.

WORK EXPERIENCE

E-Cig Demand (Ohm City Vapes, Shop Shefa)

Jan 2024 - Present

Multiple Roles, On-Site

Hollywood, FL

- Designed graphics for five- and six-figure marketing campaigns under CMO direction using Canva, Affinity Designer, and Adobe Photoshop.
- Managed Shop Shefa website listings, promotions, and email campaigns generating \$30,000+ revenue.
- Assisted with wholesale order fulfillment, customer service, and invoicing.

Smoke Direct Distribution

Oct 2022 - Dec 2023

Graphic Designer, On-Site

Hollywood, FL

- Designed email campaigns, banners, and social assets to support e-commerce.
- Photographed, retouched, and optimized 200+ product images.

Med Spa Communications

July 2022 - Oct 2022

Virtual Receptionist, Remote

Hollywood, FL

- Managed high-volume calls, coordinated bookings, and updated patient records for multiple clients.

Freelance Designer & Wix Developer

Jan 2021 - Present

Various Clients, Remote

Hollywood, FL

- Built brand identities, packaging, and print/digital assets for clients.
- Designed and launched Wix websites with a focus on brand cohesion and conversion optimization.

SELECTED PROJECTS

Creator & Project Lead — *The Doing* (Fidget Toy)

- Conceived and developed *The Doing*, a tactile fidget toy inspired by the spring action of a doorknob.
- Directed a team of industrial designers to refine the design for manufacturing readiness.
- Coordinated with legal counsel to pursue patent protection and safeguard intellectual property.
- Oversaw prototyping, material selection, branding, packaging design, and promotional render production.

SKILLS

- **Technical:** Affinity Suite, Adobe Suite, Canva, Blender, Photography, Photo Editing, Microsoft Office.
- **Interpersonal:** Communication, Leadership, Teamwork, Adaptability, Customer Service.
- **Business:** Operations Management, Strategic Planning, Problem Solving, Project Management.