

# MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

Show Notes | Brie Pointer | Magic Hour Podcast

## Intuitive Design, Creativity & Community with Brie Pointer

### 00:00 - 00:19 | Introduction

- Hope welcomes Brie to *The Magic Hour* and expresses excitement for the conversation.

### 00:20 - 02:37 | Brie's Background & Creative Journey

- Brie introduces herself as a brand designer, illustrator, artist, and farmer.
- Her journey in design and farming.
- Transition into murals and community-building.

### 02:38 - 03:36 | Wayward Farm: A Community-Driven Initiative

- How Brie and her partner started Wayward Farm.
- Their vision for making it a community farm.
- Current transition plans and goals.

### 03:37 - 07:33 | Distinct Design Voice & Intuition in Branding

- How Brie developed her unique design voice.
- The role of intuition in branding and creative decision-making.
- Understanding design styles and personal aesthetics.

### 07:34 - 12:23 | How Brie Helps Clients Find Their Unique Brand Identity

- Discovery process and collaboration with clients.
- Helping clients refine their brand voices.
- Techniques to bring authenticity into branding.

### 12:24 - 16:30 | From In-House Design to Freelance: Finding Creative Confidence

- Brie's transition from working in-house to freelancing.
- Overcoming self-doubt and imposter syndrome.
- Gaining confidence in creative work.

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## **16:31 - 22:10 | Life-Changing Career Moments & The Role of Mentorship**

- Key career moments that shaped Brie's journey.
- How mentorship influenced her growth as a designer.
- Lessons learned from working with inspiring creatives.

## **22:11 - 26:05 | Intuitive Design & Art as a Conduit**

- The concept of intuitive design.
- How Brie integrates intuition and creative energy into her work.
- Translating emotions into visual branding.

## **26:06 - 32:18 | Bridging Art and Design: Overcoming Creative Blocks**

- Strategies for overcoming creative blocks.
- The intersection of art and design.
- Encouraging experimentation in creative work.

## **32:19 - 40:20 | Balancing Creativity, Work & Personal Life**

- Challenges of balancing personal passions with business.
- Managing time between running a farm, parenting, and designing.
- Finding harmony in creative entrepreneurship.

## **40:21 - 46:43 | The Power of Sharing Your Work & Building Community**

- The importance of sharing creative work.
- Engaging with clients and building trust.
- Staying true to artistic vision in a commercial space.

## **46:44 - 50:18 | Authenticity & Longevity in Design**

- The significance of authenticity in branding.
- How to create impactful, lasting work beyond trends.
- Keeping brands relevant without losing identity.

## **50:19 - 56:02 | The Influence of Family on Creativity & Business**

- Integrating family into creative business endeavours.

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- Inspiring children to explore entrepreneurship.
- Lessons from blending personal and professional life.

## 56:03 - 59:42 | Closing Thoughts & Where to Find Brie

- Brie shares where listeners can find her online.
- Hints at exciting upcoming projects.
- Final reflections on creativity and community.

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