



PROFILE

One of the major priorities of my life is to continually grow and develop as a person and to help others do so as well. I am driven to take any project I am given to the next level and to work collaboratively and strategically to solve problems rather than accept them.

"Action is the foundational key to all success" -Pablo Picasso



EXPERIENCES

RILEY BLAKE DESIGNS 2018 - PRESENT GRAPHIC DESIGN TEAM MGR.

In my roll as Design Team Manager I have the privilege of using my skills to;

- Direct the design of storyboards, catalogs, packaging, editorial ads, social media posts, trade show displays and web graphics.
- Mentor younger designers to learn new skills, increase their knowledge of industry tools and more effectively implement proven design principles.
- Collaborate with other team leads to accomplish company goals
- Establish routines for proofing work to ensure absolute accuracy and high quality for all design deliverables.
- Strategically balance and delegate a large workload for six designers.

SIGNATURE PRODUCTS GROUP 2009 - 2018 ART DIRECTOR

I worked at SPG for nine years. While there I had the opportunity to learn while wearing many different hats, including; Graphic designer, Apparel Design Manager and Art Director. Some of my responsibilities included;

- Direct the design of brand reinforcing packaging, catalogs, in-store displays, trade show displays and web graphics for a variety of brands and product categories, including 800 new products in 2016.
- Direct the long term projects & the day to day work for a team of 13 people. 11 Designers a photographer and a project manager.
- Design/oversee design and production of seven bi-annual product catalogs.
- Network and outsourcing project overflow to freelance designers.
- Plan & direct lifestyle photo shoots for marketing collateral, including; web, catalogs, ads, trade show booths and in-store displays.
- Manage the design and production of in-store POP displays.
- Conducting trend & demographic research for a variety of brands and product categories.
- Design apparel graphics for use in screen print, appliqué & embroidery for five apparel brands.
- Photograph and teach younger designers to photograph/edit product photos.



EDUCATION

BFA - APPLIED VISUAL ARTS 2005 - 2008 OREGON STATE UNIVERSITY

AS - GENERAL STUDIES 2003 - 2005 WEBER STATE UNIVERSITY



REFERENCES

DUSTY ZUNDEL CEO, Signature Products Group
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SHANNON WILSON Director of Product Development, SPG
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Art Director

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PRO SKILLS

Photoshop	<div style="width: 90%;"></div>
Illustrator	<div style="width: 85%;"></div>
InDesign	<div style="width: 95%;"></div>
Sketchbook Pro	<div style="width: 80%;"></div>
Microsoft Office	<div style="width: 95%;"></div>

HOBBIES



Boxing



Painting



Sushi



Cooking



Reading



Movies