



## 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 MGR.

I lead a team of graphic designers in creating catalogs, storyboards, emails, sales presentations, web assets and other creative to enable Riley Blake Designs to meet its sales goals. Under my leadership our team accomplishes a high volume of work while continually increasing the design quality of the creative assets we produce.

I work to raise team moral, utilize each designer's strengths and to provide opportunities to learn new skills. The designers I lead gain an increased sense of personal commitment to their projects.

### 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.

- 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 outsource 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.
- Conduct 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.



## EDUCATIONS

### 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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# DAVID NEWCOMB

Art Director

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## CONTACT

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## PRO SKILLS

Photoshop

Illustrator

InDesign

Sketchbook Pro

Microsoft Office

## HOBBIES



Boxing



Painting



Sushi



Cooking



Reading



Movies