

GRAPHIC DESIGNER

Advertising • Marketing • Web Design

Detail oriented designer with a diverse portfolio and record of driving business for diverse industries. Passion for creating sharp, professional, and unique designs that immediately attract clients. Skilled in developing high-impact web sites, marketing materials, brand identities, and print designs. Track record of meeting demanding deadlines, communicating effectively with cross-functional teams, and leading by example. Dedicated to finding the most cost-effective and creative solutions for all challenges. Known for taking a hands-on approach when collaborating with clients and bringing creative concepts to life.

FREELANCE WORK

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Publicis | 2011: Designed attention-grabbing flash banners and site landing page for T-mobile. For client presentations I created a mockup of flash banners and a microsite for Sonic Drive-in and design a font and logo for Big Fish games.

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Uppercut Advertising | 2010: Generated user-friendly websites for insurance companies using Microsoft Live. Propelled the SkyStream advertising campaign by creating a high-impact website with flash banners. Designed a successful grand opening splash page and banners for MudBay.

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Fisher Communications | 2009: Designed attention-grabbing flash and static banners for Woodland Park Zoo, Western WA Homes, Northwest Autos, Medical Transpo Insurance, and Oregon Zoo.

CAREER SUCCESS

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Daptiv | 03/08 to 12/08: Strengthened corporate brand identity by producing designs for tradeshow booth, signage, online newsletter, brochures, and data sheets. Designed distinctive logos, icons, email tags, html mailers, and department identities.

SENIOR DESIGNER

DoubleClick Performics | 2006 to 2007: Successfully transformed innovative concepts into functional and aesthetic designs. Created captivating print ads, logos, trade show graphics, and direct mail pieces. Expanded the online presence by developing compelling websites, email newsletters, icons, and animated banners. Hired and managed contractors and held weekly status reports. Ensured full adherence to company brand guidelines.

- Produced exceptional deliverables for the Age of Ingenuity Client Summit event, a Circuit City partnership, and local Chrysler dealerships.
- Strengthened brand by redesigning company collateral, PowerPoint presentations, and sale sheets.

GRAPHIC DESIGNER **Shared Marketing Services** | 2004 to 2006: Skillfully developed print materials, websites, mock-ups, photography, and logos. Effectively promoted client brands through direct mail and advertisements while fully complying to diverse brand guidelines. Interviewed clients to define needs and goals; practiced active listening.

- Successfully led key design projects for Toyota Rent A Car, Cingular, Hunter Douglas, VW, and Shell; completed all projects on time.

GRAPHIC DESIGNER **Aptimus** | 1996 to 2001: Led all the design phases of print media projects and prioritized assignments. Interviewed internal clients to identify and achieve goals. Developed direct mail campaigns, company collateral, email newsletters, and brochures.

- Drove traffic to promotional websites by creating 300+ animated advertising banners.
- Significantly improved web functionality for online promotions for Hunger Free Holiday, Summer Tour, Home & Garden, Holiday Headstart, Holiday Un-rush, Holiday Wrap-up, and Resolution Solution.

NOTABLE CLIENTS

Target, T-Mobile, VW/Audi, Toyota Rent A Car, Cingular, The North Face, BP, Shell, The Hartford, Hunter Douglas, GHS Strings, Prevention First, Goodman Theater, Stride Rite, New Balance, St. Mary's Food Bank, Regift 2 Charity, Charity Auction World.

EDUCATION

MASTERS DEGREE **Media Design** | Fullsail University Online
Thesis Project: http://briandunham.com/thesis/4.1_bdunham.pdf

BACHELORS DEGREE **Graphic Design; Minor in Printing** | Western Michigan University

COMPETENCIES

ONLINE MARKETING Web Site Design; Email Graphics; Site Functionality Improvement; Wireframe Creation; Icons; Usability Testing; Information Architecture.

PRINT MATERIALS Brochures & Catalogs; Newsletters; Posters & Signs; Collateral Materials; Stationary.

COMPANY BRANDING Identity Development; Logo Design; Brand Standards; PowerPoint Presentations.

MARKETING SUPPORT Advertisements; Integrated Campaigns; Promotional Conceptualization; Direct Mail.

ARTISTIC LEADERSHIP Multimedia Development; Conceptual Direction; Typography; Layouts & Compositions; Font & Color Management; Image Optimization; Audio & Video Development.

TEAM MANAGEMENT Staff Inspiration & Leadership; Project Management; Production Oversight.

TECHNICAL SKILLS Adobe CS5: Photoshop; Illustrator; InDesign; Dreamweaver; Flash; Fireworks; Captivate; Premiere. QuarkXPress; PowerPoint; working knowledge of HTML; CSS; Mac OS & Windows Platforms