

CREATIVE DESIGNER

## PROFILE

A versatile designer with over 12 years of experience in both digital and print design. His creative talents span a wide array of projects, ranging from branding and packaging to digital marketing collateral.

## CONTACT

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## SKILLS

### — PROFESSIONAL

- Storytelling
- Web Design
- UX / UI Basics
- Detail Oriented
- Graphic Design
- Teamwork Skills
- Print Production
- Market Research
- Content Creation
- Marketing Strategy
- Photo Manipulation
- Project Management
- Product Development
- Flexible and Adaptable
- Social Media Management
- Branding and Identity Design
- Comfortable with Mac and PC

## EDUCATION

### B.F.A.

Central Washington University  
Graphic Design

## EXPERIENCE

### FREELANCE DESIGNER | JAN 2011 - PRESENT

#### HOEFGEN DESIGN

- Craft compelling and visually appealing packaging solutions that communicate brand identity and captivate consumers.
- Design distinctive and memorable logos that translate clients' visions into impactful brand representations.
- Employ advanced photo editing techniques to enhance and transform images for various design applications.
- Collaborate closely with clients to develop and refine brand identities, ensuring consistency across all touchpoints.
- Ensure seamless execution of design concepts by preparing production-ready files for manufacturing processes.
- Conceptualize and create comprehensive product catalogs.
- Design printed and digital advertisements that effectively convey key messages and capture target audience attention.
- Produce graphics delivering quality and creativity for a range of media, including print collateral, apparel, and web assets.

### MARKETING SPECIALIST | JAN 2022 - MAR 2023

#### TURNER CONSTRUCTION COMPANY

- Managed and assembled project proposals.
- Hosted and attended weekly progress meetings with internal and external contributors to gather data and finalize proposals.
- Generated custom content for proposals and presentations, including writing/editing text, designing layouts, creating custom graphics, tailoring resumes, and integrating schedules.
- Produced graphics for web, print, apparel, and corporate swag.

## EXPERTISE

### — TECHNICAL

- Adobe Bridge
- Adobe Acrobat
- Adobe InDesign
- Adobe Illustrator
- Adobe Lightroom
- Adobe Photoshop
- Microsoft Excel
- Microsoft Word
- Microsoft Teams
- Microsoft PowerPoint
- SEO
- Canva
- Figma
- WordPress
- Sharepoint
- Bluebeam Revu
- CSS/HTML Basics

## INTERESTS

### — HOBBIES

- Music
- Travel
- Biking
- Design
- Cooking
- Gardening
- Photography
- Snowboarding
- Rock Climbing
- Paddle Boarding
- Making Ice Cream
- Hiking / Backpacking

## EXPERIENCE

### DESIGNER / PROPOSAL COORDINATOR | APR 2018 - MAY 2020 PACIFIC PILE & MARINE

- Produced graphics for web, print, apparel, and corporate swag.
- Created a video using Adobe Premiere Pro for a company event, adding a dynamic element to the celebration.
- Created a wide range of assets for web, email, social media, print, apparel, and promotional items.
- Drafted, designed, and collaborated with developers on website designs for two of the company's branches.
- Elevated the design of quarterly newsletters from a basic Word format to a sophisticated magazine-esque layout, enhancing engagement among staff members.
- Developed standardized resume templates for staff members to enhance professionalism in project bids.

### VISUAL COMMUNICATIONS DESIGNER | NOV 2017 - APR 2018 KIEWIT CORPORATION

- Collaborated with the Proposals and Marketing Group to establish branding for individual proposal projects.
- Created identities, graphics, templates, charts, and graphs to visually enhance proposal presentations.

### SENIOR GRAPHIC DESIGNER | JUN 2012 - SEP 2017 SPACECRAFT COLLECTIVE

- Demonstrated proficiency in color forecasting, packaging design, product development, and creative direction.
- Conducted product photography, photo retouching and clipping.
- Oversaw styling direction for product photoshoots.
- Led product design and development efforts.
- Managed B2B asset creation and implementation.
- Conducted market and fashion trend analysis.
- Worked collaboratively with sales teams on OEM projects.
- Handled social media management for Instagram and Facebook.
- Contributed to the layout, design, and pre-print preparation of marketing assets and catalogs.
- Reviewed and approved lab dips and prototypes for production.
- Created tech packs for the production team.
- Produced assets for marketing, including web banners, email campaigns, and social media content.