

CONTACT

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SKILLS**ADOBE CREATIVE SUITE**

Photoshop

Illustrator

InDesign

Premiere

After Effects

Audition

Dreamweaver

BRAND DEVELOPMENT

Logo Creation

UX/UI Design

Layout Design

E-mail Design

Advertising Design

Print Design

PHOTOGRAPHY

Composition

Photo Editing

Cinematography

Camera Operation

Grip & Lighting

DIGITAL LANGUAGES

PHP

HTML

CSS

Confluence

Oracle

PROFILE

Senior creative graphic designer and photographer specializing in concept-to-completion brand development, UX/UI design, commercial photography, and video production. Experience designing for print media, websites, videos, and advertising spanning more than ten years. Exceptional attention to detail and a gift for producing eye-catching visual images. Dedicated team player, passionate about delivering results on time and within budget and ensuring client satisfaction on each assignment.

EXPERIENCE

2019–Present

Senior Interactive and Graphic Designer*Big Rock Sports*

- Influenced revenue growth by six figures through creatively designing product-centric e-mail campaigns and web banners.
- Led designers through brand development for Big Rock's largest industry trade show, the Outdoor Expo.
- Led designers in developing creative designs for marketing packages, including print materials, brochures, magazines, e-mail product flyers, and video production.
- Collaborated with the private label division to develop identities for brand properties.
- Grew the digital footprint by designing, implementing, and managing interfaces (UI) within Oracle, Confluence, and WordPress content management systems (CMS).

2012–2019

Interactive and Graphic Designer*Big Rock Sports*

- Designed, produced, and implemented a variety of product flyers for both web and print formats, resulting in six-figure revenue returns per campaign.
- Maintained positive relationships with vendor partners by ensuring that the product photography for print and digital media is of high quality.
- Produced customer-centric videos for Big Rock's series, Dealer Insights.
- Ensured timely delivery of trade show materials by supervising the design team.

2005–2012

Interactive and Graphic Designer*East Carolina University*

- Designed numerous departmental websites within CommonSpot (CMS).
- Collaborated with University Marketing to update brand standards and UX.
- Designed promotional campaigns, flyers, posters, and e-mail promotions, targeting the student demographic.

PROJECTS

2023

Director of Photography*Table Chatter*

- Led the team of camera operators, trained new operators and worked with assistants to rig, light and film the pilot episode for this new sitcom.
- Worked alongside the director, assistant director, and script supervisor to plan and execute an extensive shot list over a six day film shoot.

2012–2019

Executive Producer, Director, Director of Photography*Fly High; Story of the Disc Dog*

- Led every aspect of the production process including crowdfunding, marketing, scheduling, logistics, editing, and releasing the film to a worldwide market.
- Produced all marketing materials including website, posters, t-shirts, and additional promotional collateral.

REFERENCES

Brent Robinson 905.517.9805 brobinso@bigrocksports.com

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Joey Waldron 252.221.9999 fallongraphics@icloud.com