

## SKILLS

adobe photoshop proficient

adobe illustrator proficient

adobe indesign proficient

html / css

created email campaigns

strong portfolio

excellent typography skills

ability to think creatively

concepting / ideation

collaborated with creative team

created digital, social, print campaigns

display advertisings

project / time management

works independently

ability to follow directions

strategic thinking

social media advertising

detail oriented

*Creative award-winning graphic artist with extensive agency and independent contractor experience.*

*Proficient in Adobe Creative Suite. Demonstrates excellent typography skills with a strong portfolio of completed projects and designs. Ability to think creatively building an array of solid designs. Grasps project requirements through creative briefs in order to design on-brand content.*

## Work Experience

### iDesign Graphics

[2008-present] Independent Contractor.

- ▶ **Brand Elevation.** Elevated the brand and marketing visuals for a multitude of clients. For example a client needed their existing logo updated, refreshed and made usable for future reproduction methods that could consist of embroidery, trade show displays and print media. Logo concepts were first sketched to flush out concepts then digital rendered in Adobe Illustrator. The final design was clean, contained no gradients, and was easily translated to all modern implementations for a brand symbol.
- ▶ **Creative Thinking.** Developed an array of engaging designs that were devised and branded to a client's specific goals. A client who only had a rough sketch of their board game idea wanted to create a professional grade game that could be presented to toy stores. Using the sketch as a loose framework a complete package game design was created. Conceptualizing how each piece would need to function, how the package might be displayed as well as other design aesthetics needed to be considered. All these factors were worked into the final delivered package design.
- ▶ **Project/Time Management.** Organized and prioritized new and on-going assignments to effectively meet deadlines. While working on an extensive book design that involved time consuming illustration work and well as detail focused typography a separate client requested a full magazine to be designed and needed it printed with two weeks. To balance time and efforts it was necessary to consult with both clients to determine if either deadline was flexible. Each project was also segmented to create smaller more manageable goals and these goals assigned weekly goals using calendar and to-do apps.

# Graphic Designer

# Brian Boehm

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## EDUCATION

### Towson University

Major: Psychology  
Minor: Computer Science

[DEGREE: BACHELORS]

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## VOLUNTEERING

Habitat for Humanity  
Susquehanna  
Ed Lally Foundation  
Gentle Giants

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## AWARDS

Indie Book Awards  
American Design Award  
American Design Awards  
Living Now Book Awards  
Package Design Awards

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- ▶ **Application/Design Proficiency.** Created engaging branded graphics for social media advertising, digital/display advertising, e-mail marketing, web content, print advertising to meet specific commercial or promotional client needs, such as trade show displays, package designs, logos, and publications. Created layouts using typographical principles, color theory and other aesthetics of design. A client called late in the day with an urgent change to a magazine design that had already been sent to print. It was crucial to make the change expediently as the printer was holding up production to wait for new files. Since the change affected the vast majority of the body copy manually making the adjustment would have been time consuming. Using keyboard shortcuts, built-in but obscure automated processes and knowledge of time saving practices the adjustments were made in record time and new files sent off immediately. The client was extremely happy and grateful.
- ▶ **Emotional Intelligence.** Empathize with clients' wants and passions while also taking into consideration my own emotional response to ideas. It's important to distinguish when misgivings or resistance is the result of real marketing experience and when it is just the ego. A client was pressing for changes to a design created for them. When asked about the dissatisfaction they conveyed a personal dislike of the color scheme used. It was suggested to the client to present the color concepts to existing customers for feedback. It turned out that while the client didn't care for the colors their own customers liked them.
- ▶ **Active Listening.** Conferred with clients to discuss project scope and specifics. A client unsure how best to proceed or represent their product voiced their uncertainty during the creative briefing. After listening intently to their situation responding often with questions and feedback a plan was devised mutually using comments from the client as well as drawing from years of proven design solutions.

## CLIENTS

Lippincott Williams & Wilkins • Brand 3 • Havre de Grace Decoy Museum • Archbishop Borders School  
• AFSCME Council 67 • Habitat for Humanity Susquehanna  
• Harford Family House • Ed Lally Foundation • Colourful Stitches • Target Solutions Inc