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BRENDAN GIN

Utilizing my skills and knowledge to provide design services as a Web + New Media Designer

TECHNICAL SKILLS

7 YEARS OF EXPERIENCE IN VARIOUS SPECIALIZED SOFTWARE

» Adobe Creative Suite/Creative Cloud, HTML, and Soundtrack

WORK EXPERIENCE

PARTY CITY ECOMMERCE
LEAD WEB PRODUCTION ARTIST
Pleasanton, CA [August 2017-Present]

- » Prep, organize and format images for consistency adhering to brand specific guidelines under the direction of a Designer or Art Director
- » Develop and problem solve image solutions both technically and creatively in displaying products online with optimal customer experience in mind
- » Collaborate with Directors to create product image mockups for presentation and approval
- » Create detailed photo-compositions with graphic backgrounds, offering creative solutions in a collaborative environment
- » Retouch at a high level of accuracy and achieve realism with lifestyle photography
- » Responsible for uploading images to website using FTP interface
- » Manage large quantities of images, including batch renaming, writing Photoshop actions, and keeping a well structured, achieved images asset database
- » Independently manage graphics and production requests and changes while maintaining web production schedules in a team environment
- » Providing status updates often to complete projects by deadlines
- » Seeks out opportunities to improve workflow processes and file management individually and at a group effort level

SKYHIGH NETWORKS
DESIGN ASSOCIATE/CONTRACTOR
Campbell, CA [October 2016-January 2017]

- » Design visual elements for the company website and digital marketing campaigns
- » Contribute to high-impact projects for the company such as design elements used in our sales tools, product documentation, trade show exhibits etc
- » Create compelling visual storytelling content for press pitches and slide shares
- » Work independently & proactively in a dynamic startup environment
- » Provide superior client service, communicate project timelines, and align expectations as needed

SIGFIG
COMMUNICATION & MARKETING
DESIGNER/CONTRACTOR
San Francisco, CA [May 2016]

- » Picked specific photos and icons to communicate through social media
- » Create PDF documents to make it accessible and easy for the team to pick photos
- » Edit iconography

PINTEREST
PRODUCTION ARTIST/FREELANCE
San Francisco, CA [December 2015]

- » Create/design Pin Factory Pins
- » Collaborate and work close with the Creative Strategist, Senior Designer, and Copywriter
- » Production artist will be given images, font, text overlay, different company branding guidelines, and specific directions to follow to develop visually appealing content
- » Use conceptual skills and creativity to create pins from scratch

MCGUIRE REAL ESTATE
INTEGRATED MARKETING DESIGNER/CONTRACTOR
San Francisco, CA [September 2015-November 2015]

- » Create/design products for print and digital like brochures, mailers, postcards, posters, ads, eblasts, and other variety assets
- » Design products for McGuire Real Estate agents
- » Photoshop image optimization for cropping, photo retouching, and skin smoothing
- » Collaborate with the marketing team to develop new ideas and visually appealing content
- » Layout and design word documents and PDF slides

ASIAN ART MUSEUM
PRODUCTION ARTIST/CONTRACTOR
San Francisco, CA [August 2015]

- » Prepare final image assets (buttons, images, etc.) based on approved PSD for development use
- » Production artist cuts out all image elements (as directed by Digital)

ANAPLAN
GRAPHIC DESIGN INTERN
San Francisco, CA [September 2014-April 2015]

- » Design product literature and various promotional materials for print and digital use from case studies to digital ads
- » Create/design landing pages and emails
- » Assist in the production and processing of video assets (Filming, editing, optimizing, audio editing)
- » Collaborate with the Senior Designer and Marketing Director to develop new ideas and visually appealing content
- » Layout and design internal documents like PowerPoint presentations and sales documents
- » Additional projects as assigned

ACCOMPLISHMENTS

SELECTED SPRING SHOW 2013
ACADEMY OF ART UNIVERSITY

» Imaging - The Cathedral of Light the Christ

SELECTED SPRING SHOW 2010
ACADEMY OF ART UNIVERSITY

» Photoshop - Multiplicity

EDUCATION

BFA ACADEMY OF ART UNIVERSITY

School of Web Design + New Media San Francisco