

design + art direction

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Charly Brown Resume

summary:

I'm an experienced freelance Designer/Art Director living in San Francisco CA. My practice includes Marketing and Brand Collateral, Social Media Content and Photographic Art Direction. I enjoy forming long term business relationships with my clients, creating design work that delivers over and above expectations.

experience:

Art Direction/Graphic Designer iRhythm San Francisco, CA 2017- present

- Continued transformation and updating of company brand assets across all platforms on an international level - including:
- Design and update catalogs, brochures, B2B & consumer brand collateral
- Create social media content
- Design conference/trade-show materials

Art Direction/Graphic Designer California Teachers Association Burlingame, CA 2017- present

- Translate seasonal CTA priorities into cohesive theme for conferences - including:
- Catalog and brochure design
- Individual conference catalog covers
- Create social media campaign/content

Art Director Letop Children's Clothes, Concord CA, 2006-2016

- Produced and directed the production of diverse marketing materials and media, including retail & wholesale websites, advertising campaigns, wholesale catalogs and trade show fixture graphics.
- Collaborated with developers to create and maintain digital assets.
- Coordinated directly with marketing to develop creative concepts across all marketing initiatives.
- Direction, production & coordination of all photoshoots including selection of photographers, models & all photo-related freelancers.
- Built a cohesive and recognizable company image by reworking existing logotype and creating a new brand identity.

Art Director Rabbit Moon Children's Clothes, Concord CA & NYC, 2007-2014

- Company name development and implementation.
- Logo design and brand guidelines.
- Website design/Collaboration with developers to create and maintain digital assets.
- Coordination and direction of all photoshoots.
- Created all print collateral and advertising.

skills:

Adobe Creative Suite

Typography

Retouching

Knowledge of offset, letterpress and silkscreen printing

On-site press inspections & proofing

Photography art direction