

Hi, my name is

# Brian Travers

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## summary

- Graphic/interactive designer working directly with clients or a part of a team
- Familiar with tight deadlines and working with vendors
- Jack of many trades, always excited to learn and try something new

## experience

**Promotional Products Partners** -Mundelein, Illinois March 2005-January 2014

Graphic designer for a specialty promotional product company. Responsible for the development and execution of visual brand identity and marketing materials to business and consumer audiences.

### Key Projects

- Identity design:** Prepared and redrew existing logos or created new logos to be ready for production
- Print collateral:** Created sales materials (banners, brochures, presentations) for clients and sales promotion
- Promotional items:** Collaborated with clients, created mockups, prepared logos, worked with vendors
- Internet marketing:** Designed templates and coded html for email campaigns
- Interactive design and development:** Created and supported family of web-stores and mini-sites, batch processed images
- Office:** Maintained the backup and organization of computer, general IT of office

**Freelance** -Everywhere March 2008-Present

Always interested in growing as a developer and designer, using my spare time for personal projects and work from family and friends expanded to professional relationships to satisfy those interests.

### Key Projects

- Identity design:** Created logos and defined style-guides for future use
- Interactive design and development:** Designed, edited, coded and maintained sites for clients
- Internet marketing:** Monitored subscribers and their signup, Designed, coded and sent campaigns
- Social media:** Managed accounts on social network sites (Facebook, Instagram, YouTube)
- Print production:** Wide variety including having created flyers, updated menus, created catalogs
- Team Apparel / Party Favors:** Created designs for teams, clubs, events
- Other:** Oversaw company email accounts, edited videos, delivered pizzas

## programs

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Dreamweaver
- Acrobat Professional
- Adobe Premiere
- Flash Animation
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel

## skills

- HTML and CSS
- CMS Platforms (Wordpress, Drupla)
- PHP
- Javascript

## education

Saint Mary's University of Minnesota  
Winona, Minnesota

May 2004  
Bachelor of Arts degree in Graphic Design