

# Bruce A Whitesides

**Graphic designer**  
focused on creating  
functional designs to  
help tell unique  
brand stories.

📞 (801) 815.8465

✉ whitesidesba@gmail.com

🌐 Brusco.Design

## Skills

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### Technical skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Affinity Suite (Designer, Publisher, Photo), Microsoft Office, Figma, HTML/CSS

### Design Expertise

Art Direction, Branding, Data Visualization, Email Design, Editorial Design, Motion Design, Prototyping, Typography, UX/UI, Visual Identity, Web & Mobile Design, Wireframing

### Languages

English  
Spanish

## Education

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### Brigham Young University

58 credits BFA in Animation  
25 credits BA in Advertising

## Senior Graphic Designer & Marketing Manager

2021 - 2025

### Swipejobs

- Led design across marketing campaigns, landing pages, and multi-channel media (OOH, billboards, social), ensuring brand consistency and visual impact.
- Directed a website redesign that increased organic traffic by 380%, improving both usability and SEO performance.
- Oversaw visual strategy for re-engagement campaigns, boosting inactive user engagement by 78%.
- Delivered fast-turnaround creative that helped fill 100+ F1 roles in 48 hours.

## Editorial Designer

2024 - 2025

### Worldbuilding Magazine

- Lead layout and visual design for a niche magazine focused on imaginative worlds, covering articles on environment, characters, and storytelling.
- Collaborate with writers and illustrators to create compelling, immersive reading experiences through typography, pacing, and hierarchy.
- Helped shape the magazine's brand identity and visual voice to engage a dedicated creative community across print and digital platforms.

## Layout Designer

2024 - 2025

### Slug Magazine

- Designed layouts for local magazine sections spanning food, art, style, and music, balancing editorial clarity with visual appeal.

## Designer & Marketing

2023 - 2025

### Freelance

- Led brand identity design, aligning creative with audience insights and values.
- Directed branding initiatives that improved brand recognition and customer engagement.
- Partnered with clients to shape and refine creative strategy from concept to execution.
- Designed multi-use assets for B2B and B2C campaigns across digital, print, and motion.

## Senior Graphic Designer & Marketing

2022 - 2023

### HiMoon

- Created launch campaign assets that drove 10K+ downloads in the app's first two weeks.
- Designed a refreshed visual language and UX, from concept to launch.
- Led design for app screens, onboarding, and B2B emails to boost acquisition and conversions.

## Graphic Designer & Paraprofessional

2016 - 2019

### Alpine School District

- Designed a new school logo and mascot, now used across branding, uniforms, and signage.
- Created a design course for upper elementary students covering visual fundamentals.
- Built a phonological system that helped improve reading outcomes across the district.