

# Brian Childs

## Graphic Artist

Englewood, CO 80113

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Graphic Designer, dad, drummer. Passionate about all and enjoy every aspect. I am very close to my family and enjoy time with my son, nephews and nieces. I love being creative with both art direction and music. A Graphic Artist with extensive experience in all types of print design and web design. I have worked under tight deadlines and collaborated with other designers professionally. I have exceptional communication skills and have worked directly with multiple clients. I have previously worked on an editorial layout piece for a monthly publication and made daily updates to its corresponding website via Wordpress. I have a broad range of skills and years of problem solving experience.

Authorized to work in the US for any employer

## Work Experience

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### Freelance Work

Freelance Graphic Artist

1998 to Present

Responsibilities include: canvassing, setting up presentations, estimating, conceptual designing for corporate identities, newsletters, invitations, flyers, posters, stickers, T-shirt designs, banners, CD, DVD, business cards, labels, postcards, scheduling, print brokering, editing HTML and Flash code and basic motion scripting and editing artwork for web, customer service to provide the client with best possible design solution.

Clients Include: Abuela's Foods, Parker Design Build International, Krave Catering, Our Saviors Lutheran

Church, Rebellion Pizza, Metro Information Technology, Skytek Building Service.

### Digital Marketing Manager

Medical Sales College - Littleton, CO

August 2015 to March 2016

#### Responsibilities

Developed, implemented, tracked and optimized digital marketing campaigns across all digital channels. Planned and executed all web, SEO/SEM, marketing database, email, social media and display advertising campaigns. Designed, built and maintained the social media presence. Measured and reported performance of all digital marketing campaigns. Identified trends and insights, and optimized performance based on the insights. Brainstormed new and creative growth strategies. created landing pages and optimized user experience. Maintained multiple websites and developed static and digital ads.

#### Accomplishments

Gained hundreds of likes and followers across social media.

#### Skills Used

Social Media marketing, web development and management, Digital Ad design, Motion graphics.

### **Art Director/Graphic Designer, Project/Production Manager**

XL Edge - Englewood, CO

January 2014 to April 2015

#### Responsibilities

Graphic Artist with multiple management responsibilities. Conceptual designs and editing artwork, setting up files to post online and print. Uploaded files to ftp and helped manage production schedule. Managed up to 4 people.

#### Accomplishments

I started as a freelancer and accepted a full time position in June 2014 with project and production management responsibilities along with Art Direction responsibilities.

#### Skills Used

Use of Creative Suite and Microsoft office software. Wordpress design and mass email software (MailChimp, Mad mimi).

### **Production Worker**

Metric Printing and Marketing - Denver, CO

January 2012 to April 2012

Production position with responsible for bindery/fulfillment, inventory, deliveries.

Manager: Derek Newcom

### **Account Manager**

Soapoint Graphics - Denver, CO

August 2011 to December 2011

Sales position with graphic design duties. Responsibilities include: canvassing, cold-calling, appointment

setting, presenting products and closing sales for a large format printing/vehicle wrap company.

Clients Include: X-Jet, Colorado Cider, Famous Dave's, Prall Marketing.

### **Graphic artist**

Alphagraphics - Denver, CO

April 2010 to May 2011

position with responsibilities for conceptual design and editing clients artwork for digital and offset output using both Mac and PC. Met strict deadlines, managed digital printing and helped with customer service. Clients include: Denver News Agency, King Soopers, Denver Auto Show, Wynkoop Restaurants, Denver Downtown Partnership, Sanjel Inc.

Manager: Rich Cloke

### **Graphic artist**

Cottrell Printing - Centennial, CO

January 2007 to January 2010

responsible for creating and editing art for clients. Used skills and Adobe Creative Suite to meet tight deadlines and customer needs for all types of printed pieces, (business cards, brochures,

letterheads, envelopes, postcards, posters, labels, flyers, books, etc.). Responsible for all artwork and variable data entry, emphasizing postal regulations, for mailing pieces.

Clients Include: Time Warner, Chipotle, Denver County, City of Centennial, Centura Hospitals and Clinics,

Wyoming Medical Center, WorkFlowone.

Manager: Terry Zugates

### **full-time delivery/clerk/production person**

Signal Graphics - Denver, CO

February 2004 to July 2005

Started as a part-time delivery driver/production person at Lakewood store (now closed). Promoted to full-time delivery/clerk/production person at Colorado Blvd. store (now closed) responsibilities included production of documents, cash handling, using Canon and Xerox color and black and white copiers, inventory.

Manager: Harry Shepler

### **Graphic artist responsible for typesetting forms and business materials**

Standard Register - Denver, CO

February 1999 to April 2002

Graphic artist responsible for typesetting forms and business materials in a design on demand atmosphere.

Clients Include: HealthOne Hospitals (Swedish, Rose, Skyline, Presbyterian St. Luke's)

Managers: Laura Hickey / John Reumann

## Education

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### **BA in Visual Communications**

Colorado Institute of Art

1998

## Skills

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Motion Graphics, Adobe Creative Suite, Marketing Strategy, Microsoft Office, Graphic Design, Google Analytics, Google Adwords, Social Media Marketing, Project Management, Print Production Management, Wordpress, CMS, Email Marketing

## Links

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<http://www.behance.net/bchilds22>

<https://www.linkedin.com/in/brian-childs-3a861990>

## Additional Information

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Summary of Skills:

Illustrator: Over 15 years of experience up to Creative Suite CC used on almost a daily basis. Used to create conceptual designs and edit artwork, editing portable documents (PDF) and color correction, impositioning artwork for pre-press. I am near expert level in using tools, creating paths and blends, tracing, type and font editing, using filters and effects, layering, trapping, using quick commands for vector based output. Extensive experience in using in conjunction with Photoshop, InDesign, Quark, Acrobat, Dreamweaver, Flash and Microsoft Office programs.

Photoshop: Over 10 years of experience up to Creative Suite 5, used on almost a daily basis. Used for photo editing. I am near expert level using tools to create clipping paths, cropping, color adjusting, cloning, quick selection, layers, and setting the resolution for both web and print files. Extensive experience in using in conjunction with Illustrator, InDesign, Dreamweaver, Flash, Quark and Microsoft Office programs.

InDesign: Over 5 years experience up to Creative Suite CC, used on almost a daily basis. Used to create all types of print artwork from business cards to outdoor banners. I am near expert level using tools, creating reader and printer spreads, typesetting and importing photos or vector art for editorial layout, aliasing colors to meet specs, using master pages and style sheets for both web based and print output. Extensive experience in using in conjunction with Photoshop, Illustrator, Acrobat, Dreamweaver and Microsoft Office Products.

Acrobat: 10 years experience, used on almost a daily basis. Mostly used for file checking and correcting colors for high quality vector output, pagination, and sending files for off-set or digital printing. Used Plug-In Pitstop for more editing capability. Extensive experience in using in conjunction with Photoshop, Illustrator, InDesign, Quark, Microsoft Office products and for integrating databases for mailing pieces.

Microsoft Office Products: Over 10 years experience with Word, Publisher, Powerpoint and Excel. I usually place these types of files into Adobe programs. I do have experience editing all of these types of files including typesetting with Word and Publisher. Most of my experience is using Excel to set up databases for variable printing for mailings.

Adobe Flash / Dreamweaver: I have basic knowledge of these programs including importing files, manipulating code, basic motion scripting and basic editing of html. I have taken a few online courses to learn more about using these programs and how they work in conjunction with other Adobe products.

Pre-Press: Used Fiery programs to impose files and color correct. Set-up files for multiple impositions with crops, bleeds, gripper, slugs, trapping and have the knowledge of when and why they are needed.

Attended hundreds of press/proof checks. Set-up files for off-set plate and digital printing and large format on many types of machines. Stocking and troubleshooting problems on Copiers, Digital Presses and Plotters. Knowledge of paper types (weights, coatings, FSC, triplicate) and sizes.

Equipment Used:

Programs: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat, Flash, Dreamweaver), QuarkXpress, Microsoft Office (Word, Excel, Publisher, Powerpoint), Plug-Ins for variable data uploading,

PitStop Plug-In, uploading and downloading from FTP sites, using stock art websites, email, Stuffit, Fiery,

Job tracking, Die-cutting, and other pre-press / print setting software using both Windows and Mac operating systems.

Printers: HP Indigo, Canon, Xerox digital color and black and white, 5 color and 2 color plate off-set, Large format HP, Canon, Kipp, Rastek, Silkscreen and Vinyl cutter.

Production: drilling, punching, scoring, folding, pad-gluing, coiling, corner rounding, booklet / program stapling, shrink wrapping, lamination, large format cutting, hydraulic cutter.

Print Media: 20lb, 24lb, 70lb, 80lb, 100lb text, book, carbonless and gloss paper. 14 pnt, 16pnt coated and uncoated paper, Cloroplast, Foamcore, vinyl, clothing, and banners for thousands of projects of all different sizes.