

DAMON ANDERSON

COMMUNICATION DESIGNER

OBJECTIVE

I am looking for a new creative position in the San Francisco Bay Area at a dynamic company that will allow me to use the full capabilities of my unique artistic background and perspective to collaborate in creating engaging products while constantly pushing the boundaries of what is possible.

PROFESSIONAL EXPERIENCE

Creative Director – Bicycle Coffee Co.

Oakland, CA / 2017–2019

After designing the original logo and retail packaging in 2009, I was asked to come back and guide the company's rebranding. As the creative lead, I facilitated the redesign of the company's brand language and messaging, retail packaging, point of sale experience, and helped guide the spacial design of two cafe buildouts. Work was produced for locations in Oakland, Los Angeles, and Tokyo.

Co-founder & Creative Director – Secret Handshake

Brooklyn, NY / 2011–2017

Working with local businesses and internationally recognized companies, I developed physical and digital assets to expand their brands. I helped numerous New York City-based companies get started, win new business, and expand established brand presence through advertising and graphic design executions, as well as hand-painted signage, screen printed collateral and textiles. Clients included Macy's, Smart USA, and Roberta's Pizza.

Freelance & Contract Design

San Francisco, CA / 2009–2011

I concentrated on working with local companies in San Francisco developing and evolving their brands and messaging. Projects included identity, web, print, packaging, and collateral. During this time I also worked on screen printing projects, custom coffee packaging, business cards, posters, point-of-sale signage, and textiles. Clients included Mission Workshop, Bicycle Coffee Co., and the Academy of Art University.

Graphic Designer & Production Artist Heat

San Francisco, CA / 2007–2009

A short-term contract position turned full-time under creative director Steve Stone. I wore many hats as this small advertising agency grew, working on branding, strategy, advertising, layout design, and production. Clients included Electronic Arts, Condé Nast, and the California Academy of Sciences.

EDUCATION

University of North Texas

Denton, TX / Graduated 2006

BFA in Communication Design,
Cultural Anthropology minor.

SKILLS

Specialization in strategy, branding, and identity design.

Knowledge of publication & advertising layouts, typesetting, packaging, production techniques, and spatial design.

Experience with web design as well as product design research, workflow, development, and implementation.

Passionate about digital and analog photography, screenprinting, and bookbinding.

PROFICIENCY

ILLUSTRATOR	■ ■ ■ ■ ■
PHOTOSHOP	■ ■ ■ ■ ■
INDESIGN	■ ■ ■ ■ ■
AFTER EFFECTS	■ ■ ■ ■ ■
DIMENSION	■ ■ ■ ■ ■
FIGMA	■ ■ ■ ■ ■
PROCREATE	■ ■ ■ ■ ■
AFFINITY DESIGNER	■ ■ ■ ■ ■
HTML & CSS	■ ■ ■ ■ ■
G SUITE / OFFICE 365	■ ■ ■ ■ ■

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