

Frank [Buz] Phelan

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Professional Summary

I am a passionate advocate for creating and delivering great design that gets my clients noticed. I have led and inspired creative teams and partnered with my clients to achieve winning results. I am well versed in the software and processes necessary to deliver outstanding brand solutions in everything from print to web. I am driven to pursue great design and not to settle for less. A keen eye for detail, great organizational abilities and the ability to deliver services on-time and on-budget have been hallmarks of my career.

Selected Achievements

- Created and directed all branding efforts for a startup healthcare company (Inpatient Management) that successfully grew to a \$20 million/year business. Company was successfully sold in 2012.
- Designed all branding for a new product launch (Easy Open) that eventually won product of the year designation at Staples.
- Led a creative team that partnered with the University of Kansas to develop “fashion forward” products for the Pantone® brand of office products.
- Rebranded a 40 year old business (Tapco) in just under 8 weeks in time to roll out at their national trade show. Included all print collateral, advertising, apparel, trade show booth and displays for a 20' x 20' area including the vehicle wrap of an H1 Hummer.
- Helped staff and lead an in-house creative department that grew from 3 full time employees to over 17 in 18 months. Provided support for 7 brand lines and over 3,000 sku's of product.
- Concepted, designed and lead all creative branding efforts (print, interior and exterior signage, web and social media, in the establishment of Fertility Partnership, an IVF clinic in Saint Peters, MO. First year business exceeded projections by almost 200%.
- Partnered with the St. Louis Cardinals and a non-profit organization for almost 10 years in the promotion of Christian Family Day. Designed player testimony cards, apparel and promotional material used each year to promote the event.

Web Design Experience

I have extensive experience in designing websites over the past 15 years. As a brand designer I have always taken a very hands on approach to the information architecture of a sites design and making navigation as intuitive as possible. Form follows function as they say, but that doesn't mean that design takes a back seat. On the contrary, beauty and functionality have always been my goal as I've either worked with developers to achieve pixel perfect designs or designing the site myself using tools like Joomla, Wordpress or WIX. I am well versed in the language of web design and the desire to make all brand exposures seamless whether online or in print.

Employment History

Phelan Design Group | Saint Peters, MO | 2008 – Present | Brand Designer

A full service “virtual marketing partner” to entrepreneurial and established businesses providing on-demand creative services that get our clients noticed and drive bottom line results for the company.

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- Helped to establish, grow, direct and maintain strong brand relationships for our clients and their customers.
- Notable clients include: St. Louis Cardinals, BioBalance Health, Fertility Partnership, Fox-Galvin Law Firm, Southern Enterprises, Bush Furniture, Commerce Bank, Inpatient Management, Payne Family Homes and Beyond Ingredients.

Achievements/Results

Fertility Partnership doubled their projected first year patient projections and revenues and even drew clients from as far away as Europe and Africa. BioBalance Health (Dr. Kathy Maupin) grew her exposure and revenues greatly in the first 18 months after our brand initiative.

Revelation Products | Maryland Heights, MO | 2004 – 2008 | V.P. Creative

A consumer product development company that created and distributed a multitude of faith-based products and apparel for the Christian and mass consumer marketplace.

- Successfully developed a number of products that were recognized for their excellence and innovation. Gospel Golf Balls; Follow the Son and Full Armor Sports apparel; Heavenites early childhood development products.
- Responsible for all creative direction, design, production and execution of these products as well as the coordination with vendors (both foreign and domestic) to ensure their quality and successful manufacture and fulfillment.

Achievements/Results

Successfully sold into Christian distribution channels (books and music). Partnered with TopFlite to successfully market Gospel Golf Balls. One of our products (Instructures) won a gold "Mensa" designation as one of the best new educational games of the year.

Cardinal Brands | Creve Coeur, MO | 2000 – 2004 | Graphic Design Manager

A commercial office products company with seven (7) brand lines that routinely marketed their products to companies like: Wal-Mart, Staples, Target, Office Depot and Office Max.

- Responsible for coordinating the work of graphic and industrial designers, photographers and web developers to support brand managers in the coordination and marketing of over 3,000 sku's of product in 7 brand lines, for a \$120 million a year office products company.
- Helped staff and lead an in-house creative department that grew from 3 full time employees to over 17 in 18 months.

Achievements/Results

Secured proprietary business with Walmart and Staples. Developed and launched EasyOpen Ring Binders (first in the industry) and won product of the year at Staples (2003).

Education

Associates Degree in Applied Science | St. Louis Community College, Meramec

Continuing Education Certificate | Computer Science - Macintosh | University of Missouri, St. Louis