

# Brandon Magness

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With over a decade of experience in graphic design, where passion lies in crafting captivating designs to bolster creative business marketing campaigns. Proficient in both print and social media, exhibiting a disciplined approach, ensuring each project meets the highest standards before completion. with distinct, clean design style can seamlessly translate across various user interfaces, from web to desktop and mobile applications. Developed and honed skills in campaign development, collateral and advertising design, and adeptly managed teams of creative professionals.

## U.S. Lawshield, Houston, TX

### Sr. Graphic Designer – July 2021 - Sept 2023

Collaborated with a team of designers to create impactful collateral for various platforms, including social media, sales initiatives, and events. Responsibilities encompassed designing a wide range of marketing materials, corporate sales content, and event materials, including eye-catching trade show booths. Played a key role in the redesign of engaging brochures and the development of compelling advertising campaigns. Contributed to a significant increase in membership by orchestrating end-to-end multi-faceted campaigns, from conceptualization to execution. Additionally, crafted visually appealing social media graphics and email headers for targeted marketing to both existing members and potential new members.

## Velocity Promotions/Rapidwristbands.com, Houston, TX

### Production Manager – July 2019 - December 2020

Managed the procurement of new products customized to meet Evergreen Promotions' specific needs for sustainable and recycled inventory. Oversaw the operation and optimization of laser engravers, pioneering techniques for engraving diverse products, including Evergreen Promotional items and wristbands in collaboration with Rapid Wristbands. Innovated embroidery and die sublimation techniques using novel materials for prototyping and development. Successfully expanded production capabilities through the integration of 3D printing, particularly during the COVID-19 pandemic, where I oversaw the production of 3D-printed PPE and laser-cut mask templates for sewing. As the Production Manager, led initiatives for production room expansions and implemented robust safety protocols.

## Lone Star Exhibits, Houston, TX

### Graphic Designer – August 2017 - June 2019

Designed and produced expansive graphics for both temporary and permanent installations, with a focus on elevating visual aesthetics in diverse settings such as trade shows, museum exhibits, and entertainment events. Translated conceptual ideas into impactful designs that not only captured attention but also seamlessly integrated with the unique requirements of each environment. **HOW** Played a key role in enhancing brand presence at trade shows, enriching museum narratives through visually compelling graphics, and contributing to the immersive atmosphere of entertainment events.

## ipDatatel, Sugar Land, TX

### Art Director – January 2015 - August 2017

Led a dynamic team in producing a wide array of collateral marketing materials, ranging from oversized point-of-purchase (POP) materials to meticulously designed trade show booths. Spearheaded the redesign of engaging brochures and captivating advertising campaigns, actively participating in press checks and photo shoots to ensure impeccable quality. Demonstrated a strategic mindset in boosting business through the effective management of large-scale, multi-faceted campaigns, overseeing the entire process from conceptualization to completion. Managed the creation and scheduling of social media posts, as well as the design of accompanying graphics. Played a pivotal role in website maintenance by providing assistance with WordPress tasks. As the primary authority on design and media within this role, collaborated closely with the UI/UX developer to ensure seamless integration of visual elements and user experience.

## SOFTWARE & SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe InCopy, Adobe Creative Suite, Logo Design, HTML, WordPress, Typography, Illustration, Branding & Identity, After Effects, Branding, Corporate Identity, Image Editing, Adobe Premiere Pro, Layout, Social Media Marketing, Basic Video Editing, Pardot, Salesforce, Microsoft Office, Teamwork, Teams, Sketch, Laser engraving software, embroidery studio, Mac, PC, large format printing, EFI Fiery systems, product development, prototyping.

## EDUCATION

Tampa Technical Institute - Associates Degree in Visual Communications and Graphic Arts with a minor in Video Production