

PAULWHITE

CREATIVE DESIGN

New York, NY

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Experience

Senior Graphic Designer

New York, NY
Feb 2016 - Present

New York Festivals

Conceptualize, create and maintain creative campaigns, print and digital design materials as well as show graphics for six different annual award presentations.

Manage and collaborate with team of junior designers.

Establish and adhere to tight production timelines for separate, coinciding events throughout the year, from initial marketing announcements to post-show highlights.

Work with marketing department, print studios and third party ad agencies to design and produce material for advertising campaigns in print and digital formats.

Present creative packages and propose design direction to management and staff in weekly meetings.

Edit video and create motion graphics for marketing and live event displays.

Produce internal content for live judging events and award show coordination.

Art Director

New York, NY
Aug 2014 - Sep 2015

Stylinity.com

Develop and maintain consistent brand identity and experiences from concept to completion for marketing, web and mobile materials.

Create and present design mockups, advertising campaigns and user interfaces.

Incorporate internal and client feedback into a finalized design, translate approved designs into a completed project.

Design Consultant

New York, NY
Mar 2014 - Jul 2014

Hearst Digital

Collaborate with a team of designers, writers and developers to create a cross-platform video subscription service for web and mobile devices.

Create wireframes, mock-ups and completed designs for static and interactive product components.

Contribute to UX / UI discussion and market testing.

Graphic Designer - Freelance

New York, NY
Aug 2013 - Present

Glow Design Group

Create a variety scenic design elements for award shows and live events such as The U.S Open, The Glamour Women of the Year Awards and The MIT Sports Analytics Conference.

Graphic Designer - Freelance

New York, NY
Oct 2012 - Sep 2013

BedRocket

Design interfaces for conceptual mock-ups and fully functional interactive applications.

Improve design and user experience of existing applications.

Graphic Designer

New York, NY
Aug 2007 - Jun 2011

Magnify.net

Design and implement video content-curation platform into websites for corporations such as New York Magazine, Patagonia and Zappos.

Create Magnify.net brand identity, website (external and internal user interface), advertisements and promotional materials.

Conceptualize and design client-facing applications from wireframes to completed products.

Education

B.A Fine Arts

The University of New Mexico

Albuquerque, NM

Sep 2000 - May 2004

Computer Skills

Software: Photoshop, InDesign, Illustrator, After Effects, Flash,
OmniGraffle, Coral Draw, Keynote, Invision, Firebug

Languages: CSS, HTML, Basic Javascript

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