

BRYAN VAN EPPS | YourGo2CreativeGuy

54 Pond View Drive, Southington, CT | 860-919-9142

Go2CreativeGuy@gmail.com | linkedin.com/in/go2creativeguy | yourgo2creativeguy.com

Accomplished Art Director with extensive experience in developing integrated B2C and B2B marketing solutions for a diverse roster of Fortune 500 corporations. Strong conceptual skills, rich design ability, including keen eye for detail, and excellent color and type aesthetic, resulting in quality projects. Exceptional ability to collaborate and communicate effectively with senior management and clients.

- Customer & Client Relations
- Brand Identity Development & Management
- Staff Supervision & Training
- Cross Functional Collaboration
- Creative Development
- Resource Management
- Project Management
- Production Management
- Work Flow Management
- Highly Skilled Production Artist

Good design can create a greater impact through simplicity, usability & intuition

Design Consultant

2008 to Present

Responsible for generating revenue for clients through strategic direction and execution of a variety of marketing initiatives both on- and off-line.

Designer & Production Manager — Stifel Marcin

- Took part in the creative development from concept through production of B2B and B2C materials with a strong focus on manufacturing.
- Responsible for the production of both online and offline direct response, collateral, promotions and advertising materials .
- All of the facets of production, including hi-resolution manipulation, and press approvals
- Production responsibilities include art and print buying, vendor and resource management.

Document Specialist — Sikorsky Aircraft Corporation

- Responsible for the design creation, manipulation and/or formatting of multi-volume proposal documents to include page formatting as well as coordinating the printing and binding of hard copy proposal documents for internal reviews and hard and electronic copies.
- In depth knowledge of Microsoft Office and the ability to expediently integrate them with graphics from the Adobe Creative Suite.
- Represent the department in meetings with management.

Art Director — Lewtan Industries

- Responsible for the expedient flow of work throughout the department and oversee a creative staff of both designers and production artists
- Process and produce print ready design for printing
- Create and produce marketing support materials as needed.

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Director, Creative Services/Print Media

1998-2008

Responsible for the effective creative development and delivery of fulfillment materials, direct mail campaigns and internet sites to support a wide variety of membership programs either by directing a design group or by working independently, based on strategic input from Product staff and/or Client needs.

Director, Creative Services/Print Media — Vertrue Inc.

- Oversee a creative staff of up to 12 Managers and adjunct personnel in terms of design direction, layout and copy from concept through disk preparation.
- Maintain a general working knowledge of the creative status for all products both domestic and international.
- Oversee and provide input to the creative development of all acquisition, retention and testing initiatives, as well as provide support for the Product, Sales, Account, Direct Mail, departments with presentation, recruitment and other related materials.
- Creative development and delivery of fulfillment materials and direct mail campaigns to support a variety of membership programs.

Manager, Creative Services — Memberworks Inc.

- Develop and maintain creative department standards for file preparation and release.
- Manage technical issues within the department with a goal of 95% uptime for all systems.
- Establish relationships with outside creative and technical resources in order to obtain and evaluate bids that will ensure the lowest logical cost, quality and delivery deadlines.

Technical Proficiencies

Both Mac & PC

Adobe CC Suite:

- Acrobat
- InDesign
- Illustrator
- Photoshop

Microsoft Office Suite:

- Word
- Excel
- Powerpoint

Apple:

- Pages
- Numbers
- Keynote

Management Systems

- WordPress
- Function Fox
- Trello

Education

Paier College of Art, Hamden, CT

Bachelor of Fine Arts Degree

Tunxis Community College, Farmington, CT

Associates Science Degree & Certificate in Publication Design