DAN DEMING-HENES *DESIGNER*

PROFESSIONAL EXPERIENCE

STRANDED DESIGN CO.
STRANDEDDESIGN.COM
OWNER // DESIGNER 2008 – present
› Responsible for all aspects of business, client recruitment & communication, project management, and billing.
› Expertise includes branding, print design, posters, icon, web and UI/UX design, brochures, window display design, iOS & Mac application design, multimedia design.

EATSTREET
MADISON, WI – EATSTREET.COM
DESIGN DIRECTOR 03/2017 – 07/2018
CREATIVE DIRECTOR 07/2018 – 06/2019
› Managed long term and day-to-day creative needs for approval, direction, and review. Ensured quality and clarity of all messaging for external and internal materials. Provided art and copy direction to design and writing staff.
› Owned project timelines and timely delivery of assets. Evolved creative processes to ensure the most efficient use of time and resources.
› Lead concept and strategy development, working with the Chief Brand Officer to plan the evolution of the brand and manage its implementation throughout creative.
› Conceived and executed marketing campaigns across all channels including television, radio, digital, print, event assets, and social media.
› Oversaw brand photography from developing shot lists, to onsite art direction of photoshoots, to photo selection, curation, and treatment.
› Created event & sponsorship branding, including koozies, T-shirts, swag, van designs, and a custom double-decker renovated school bus.

DULUTH TRADING COMPANY
BELLEVILLE, WI – DULUTHTRADING.COM
WEB DESIGNER 01/2013 – 03/2015
SENIOR WEB DESIGNER 03/2015 – 03/2017
› Lead the Email Creative Team of designers and copywriters to unify standards of design, coding, as well as respond to real-time demands, staffing changes and conflict resolution.
› Worked with Inbound Marketing Team to create branded content for Facebook, Twitter, and Pinterest. Concepted, designed and developed contests.
› Lead multi-department teams for seasonal marketing campaigns across all channels, generating concepts, content strategies, design to execution, coordination of freelancers, and handling on-the-fly changes.
› Designed packaging for multiple projects, including developing new packaging design system, retail signage and web guided selling tool for Duluth Socks.

ATLAS IMPROV CO.
MADISON, WI – ATLASIMPROV.COM
MEMBER 2006 – 2017
HOUSE MANAGER 2006 – 2012
MARKETING DIRECTOR 2012 – 2017
› Responsible for all company branding and marketing, design, copywriting, website management, poster design and distribution, email newsletters, and social media.
› Co-created The Endurance Improv Festival. Researched, designed and wrote marketing materials, managed day-of event coordination and co-hosted event.
› Sourced items for design of theatre & lobby. Management of lighting, sound, and point-of-sale equipment, online ticketing and class selling system.
› Developed company and improv-based merchandise such as pins, stickers, shirts, posters, koozies, knitted caps for sale and giveaways. Managed all communications with vendors.
› House Manager responsibilities included end-of-night financial reports, staff reporting and customer relations.

MISCELLANEOUS EXPERIENCE
› Employed as Arborist in Training (around 2005): educated in tree species, tree care, safety regulations and procedures, rigging and rope handling, log removal, chainsaw handling, chipper handling, and customer interaction.
› Developed and released three freeware applications: Artwork (iTunes controller), Twitt (Twitter client), and Switch (browser switching utility).

CREATIVE TALENTS
› Brand Development
› Art & Copy Direction
› Website Design
› Print Design
› Mac Icon & User Interface Design
› iOS Icon & User Interface Design
› Photoshoot Planning and Direction
› Campaign Concepts & Development

TECHNICAL SKILLS
› Applications: Photoshop, Illustrator, InDesign, Bridge, Sketch, Dreamweaver, Espresso, Transmit, PageMill.
› Services: Mailchimp (email design), SharpSpring (email design), Google Slides (presentation templates).
› Code: HTML, CSS, Bootstrap, Applescript.
› Screenprinting