

OBJECTIVE

Seeking a creative team management or senior graphic design role where I can contribute to a company's brand and marketing goals with my creative leadership experience as well as my uniquely versatile and high-level production skillset.

AREAS OF EXPERTISE

- In-house creative team leadership
- Creating, maintaining, and communicating corporate brand guidelines
- Creative direction, discovery process, creative brief writing
- Digital and traditional illustration
- Design layout & image manipulation
- Project management & direction
- Content research & development
- Typesetting, editing and proofreading
- Always up to date on web design standards/trends, best practices, HTML/CSS coding
- Content Management Systems (CMS) Setup & Management
- Website accessibility (WCAG) standards compliance
- Video editing & animation / motion graphics
- Search engine optimization (SEO)
- Search engine marketing, pay per click advertising, Google AdWords
- Deep knowledge of social media advertising

TECHNICAL PROFICIENCIES

- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Motion graphics: Adobe After Effects
- UX Prototyping: Adobe XD
- Video Editing: Adobe Premiere
- Audio Mastering: Adobe Audition
- Front-End Web design: Write/edit HTML & CSS, experienced with implementation & modification of Javascript & JQuery
- Back-End Web Development: ExpressionEngine & Wordpress CMS Information Architecture and Template Development
- Interactive: Ceros (SaaS platform) and PowerPoint
- Siteimprove Web Accessibility
- Marketing Automation: Direct experience with templating and the talking the talk of Eloqua, Marketo and Hubspot
- Experienced with analytics tools for social and video platforms, Google Analytics, Google Webmaster Tools, and Google AdWords strategy and execution
- Experienced with high level presentation design projects and templating in Microsoft PowerPoint and Word
- Experience collaborating with high level marketing communication and product marketing teams, reporting and data analysis using excel, Google Docs, sharepoint tools
- Project management experience with Basecamp, JIRA, Frame.io
- Savvy with Mac & Windows PC troubleshooting

SUMMARY

- I have an infinite curiosity and passion for the work that ultimately forms a creative team culture where alignment, discovery, experimentation, and process optimization are naturally prioritized
- My versatile design skills have been sought-after in organizations, but my true superpower is my process-orientation. I'm able to clearly define direction, tactics, objectives, and provide guidance in a way that unites departments, empowers them to have strong and rational solutions, and pushes both the team and the ideas to a high-level
- I have exceptional and informed design sensibilities with just shy of 20 years of high-level production experience in graphic design, front-end web design, HTML/CSS, UX, interactive and presentation design, as well as video/motion graphics. My uniquely versatile skillset is complemented by strong writing, attention to detail, and proofing capabilities
- Known for calm and collected, thoughtful, forward-thinking style, yet known for having an efficient, full-tilt work ethic, and a history of cultivating strong partnerships with internal clients, direct-reports, and managers, as well as external vendors
- History of building domain experience at high tech companies, with an aptitude for disseminating extensive content and challenging concepts into a simple, user-friendly solution
- Unique ability to communicate complex terminology in lay terms and translate challenging concepts into reality

PROFESSIONAL HISTORY

VIAVI Solutions, Eden Prairie, MN.....August 2016 - Present
Senior Manager, Creative Services

- Managed strategy, approach, and refinement of brand guidelines and shaped the future and visual identity of the global VIAVI Solutions brand
- Streamlined the creative process, delivered high-value assets, and created a cohesive, pleasing look-and-feel that could be achieved globally
- Creation of high-level design themes for corporate campaigns as well as product specific campaigns for several business units
- Provided hands-on art direction to junior designers on execution of corporate marketing and brand-level campaigns for a wide range of visual design projects, including: product collateral & templates, sales and marketing communications, UX/UI elements, video and motion graphics, digital and print advertising
- Worked with several business units and marketing communications team to generate creative from their various levels and styles of input and make sure the outputs remain consistent with the brand and are executed at a high level
- Collaborate with, educate, and hold accountable third-party creative vendors and make them an efficient extension of the creative team.

Siteimprove, Bloomington, MN.....August 2014 - August 2016
Multimedia Manager/Art Director

- Art direction, strategy, media planning, and execution for a complete media mix of graphic design/print materials and advertising, front-end and back-end web development, video editing/motion graphics and onsite video production
- Ensure global brand alignment on media plans executed by internals and external vendors
- Management of digital assets - organized, stored and built processes for retrieval of rich media. Also managed, tracked and documented digital rights and permissions
- Global oversight and strategy of search engine marketing programs/pay-per-click campaigns, tracking sales leads and opportunities, reporting on status and ROI to executive management
- Management and creative direction to junior graphic/multimedia designers and external web development vendors. Implementation of project management system (Basecamp) and documentation of creative processes
- Development of video client testimonial program including planning, format, coordination, strategy, videography, editing, and motion graphics
- Develop, design, manage and maintain marketing technology (marketing websites, microsites, email and landing page templates) for quality assurance, accessibility compliance, search engine optimization (SEO), and provide analytics reporting
- Strategy, execution and reporting (to CFO and Global Executive Management team) online advertising, search engine marketing (SEM), and Google AdWords pay per click (PPC) campaigns for North America, Asia Pacific and UK.

Freelance and Independent Contract Multimedia Design Work, Burnsville, MN.....October 2002 - Present
Work with small business and independent clients on projects such as company websites, brochures/flyers, startup company branding, banners/signage, digitizing logos & other artwork, photo retouching, book layouts

Bosch Security Systems, Burnsville, MN.....May 2012 - August 2014
Senior Graphic Designer

- Creative direction to junior graphic designers and external vendors (advertising & design agencies, web development agencies, video production companies)
- Core participant in RFPs, close working practice with creative agencies, managing the relationship, ensuring we are getting the most from that resource as an extension (not replacement) of the team
- Execution of print creative, web creative, display graphics, video motion graphics & live action video editing, videography and photography at client events and trade shows
- Support product marketing strategy, product launches and messaging across multiple divisions and brands including Bosch Security Systems (analog and IP security video cameras, security systems, intrusion, fire alarms) and Bosch Communications Systems brands Electro-Voice (pro audio loudspeakers, microphones, amps, dsp), RTS (headsets, intercom systems, wireless systems), and Telex (intercoms, radio dispatch, aviation headsets).

PROFESSIONAL HISTORY (CONTINUED)

IdeaS – A SAS COMPANY, Bloomington, MN..... January 2008 – May 2012
Graphic Designer – Web Designer – Multimedia Designer

- Graphic Design of print collateral (large collection of product brochures & literature), trade show booths/displays, and publication advertising
- Implementation & regulation of corporate identity system
- Creation of standardized illustrations, icons and chart theming for corporate presentations and sales presentations
- Interface design, development, and content management system setup for company websites, lead-generation landing pages, and email campaigns
- Printer vendor sourcing, file preparation & print quality control
- Website globalization and translation coordination for Simplified Chinese language and German language
- Video Editing and Motion Graphics for Marketing Videos, Webinars and Software Demonstrations
- Provided Creative direction and project management to on-site full time graphic design/web design contractors to deliver all design projects for global marketing teams
- Research and Strategy for search engine optimization and pay per click advertising campaigns

Universal Promotions, Inc., Rogers, MN..... January 2005 - January 2008
Lead Graphic Artist & Web Site Designer

- Worked as liaison with company administration and staff while functioning as project director for product catalog and web site development & design
- Responsible for concept, design, development and implementation of brand identity systems, new product development, product catalogs and dynamic product line web sites which significantly improved client value perception of company
- Researched vendors and printers to source most economical printing and marketing solutions for company

Norwood Promotional Products, Sleepy Eye, MN October 2004 - December 2004
Production Artist (Temporary Placement via Aquent Creative Services)
Typesetting of client ads and creation of artwork while meeting deadlines, accuracy standards, and print production quality control standards

Posi Lock Puller, Inc., Cooperstown, ND February 2000 - September 2001
Marketing Communications & Graphic Design Specialist

- Independently designed various print materials for sales department and company operations departments
- Established Posi Lock's brand identity and developed identity standards handbook

EDUCATION, ASSOCIATIONS & PROFESSIONAL DEVELOPMENT

The Art Institutes International Minnesota,
Minneapolis, Minnesota..... October 2001 - September 2004
Bachelor of Science Degree in Graphic Design

Professional Member of AIGA, Minnesota Chapter..... January 2009 – May 2016

Adobe MAX Conference..... Fall 2020

NAB Post Production World..... Spring 2014

- Video production expert training

Adobe MAX Conference..... Spring 2013

- Training on new features and high-level use of Adobe Premiere and Adobe After Effects
- Training on creating mobile apps with Digital Publishing Suite, and self-publishing apps
- General sessions for creative and professional inspiration, as well as seeing what new tools and features are coming to the new Adobe Creative Cloud

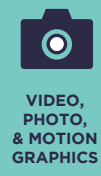
HOW Design Live Conference, Boston, MA Summer 2012 and Summer 2014

- Sessions presented by professional designers and business experts on design proficiencies, saving time and money, making the most of resources, and being more creative consistently.

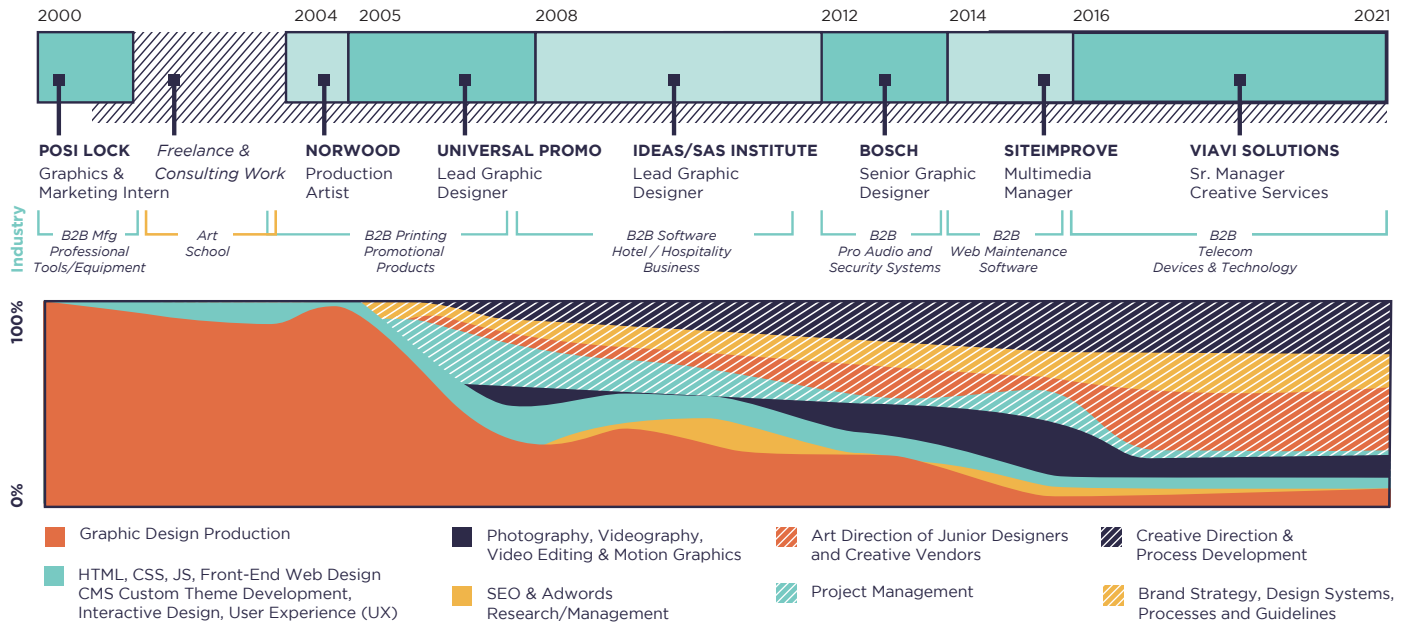
InHOWse Design Managers Conference, Chicago, Illinois Summer 2011

- Sessions from veteran in-house professional designers on inspiring design teams, design team management, selling ideas upward, etc.

DUSTIN MARSON RESUME 2021



WORK HISTORY

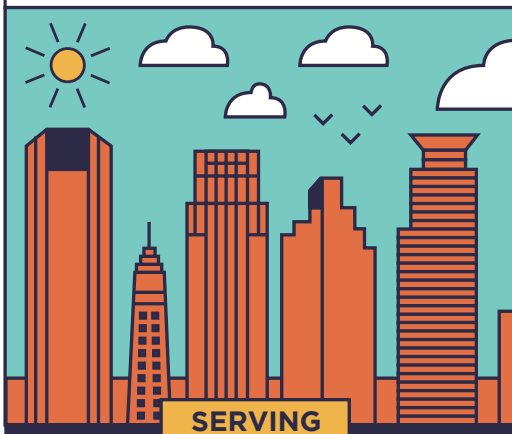


EDUCATION

Art Institutes International MN, Minneapolis, MN, Bachelor of Science, Graphic Design, September 2004

- Adobe MAX '13 & '20
- InHOWSE Design Managers Conference '11
- HOW Design Conference '12 & '14
- NAB Post Production World '14
- Hubspot Inbound '15
- HighEdWeb '15

AREAS of EXPERTISE



TWIN CITIES &
SOUTHERN MINN.

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