




**DUSTIN MARSON**




**CREATIVE LEADER & STRATEGIST**




**PRINT & DIGITAL GRAPHIC DESIGN**



**WEB DESIGN, ACCESSIBILITY & SEO**

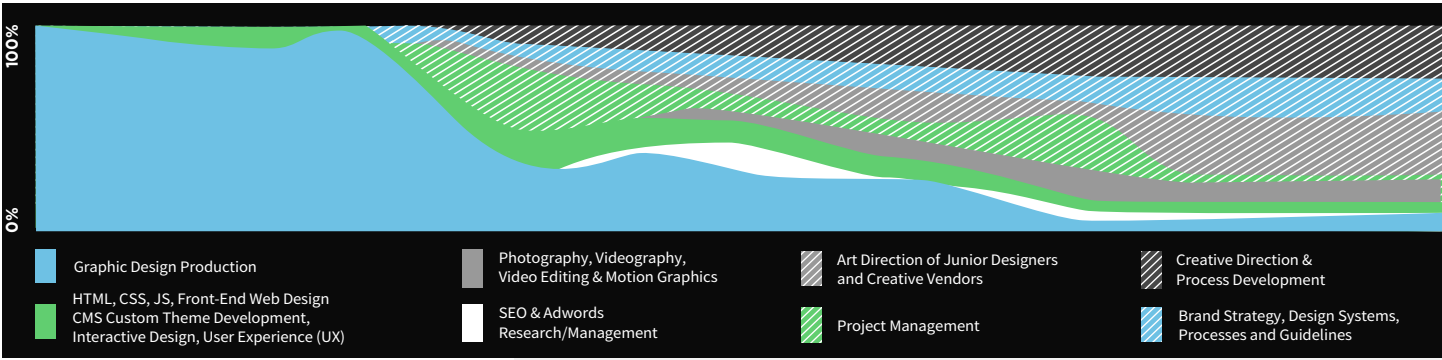
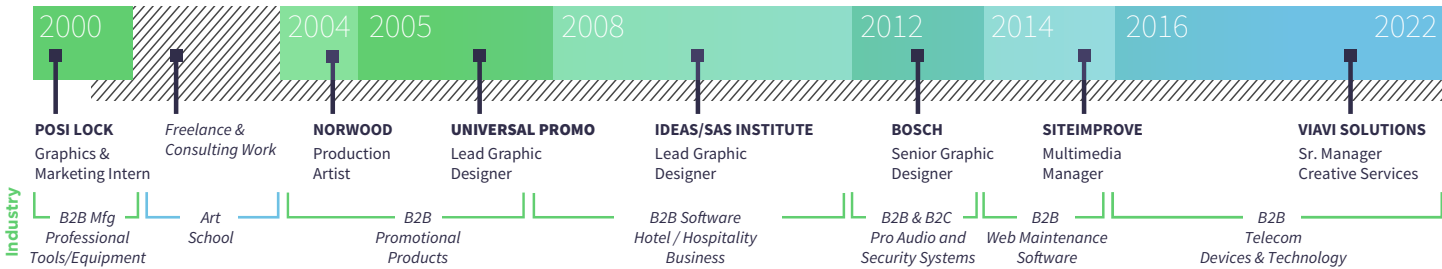


**VIDEO & MOTION GRAPHICS**



**B2C & B2B BRAND STRATEGY**

# WORK HISTORY

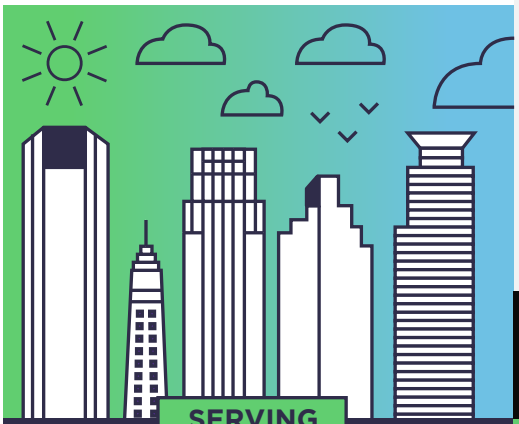


# EDUCATION

- Art Institutes International MN**, Minneapolis, MN, Bachelor of Science, Graphic Design, September 2004
- Adobe MAX '13 '20 and '21
- InHOWSE Design Managers Conference '11
- HOW Design Conference '12 & '14
- NAB Post Production World '14
- Hubspot Inbound '15
- HighEdWeb '15

# AREAS OF EXPERTISE

 <b>Photoshop</b> 20+ YEARS	 <b>Illustrator</b> 20+ YEARS	 <b>InDesign</b> 20+ YEARS	 <b>Premiere</b> 12+ YEARS	 <b>After Effects</b> 12+ YEARS
 <b>HTML &amp; CSS</b> 18+ YEARS	 <b>Content Management Systems</b> 15+ YEARS	 <b>Web Accessibility</b> 8+ YEARS	 <b>SEO/SEM</b> 8+ YEARS	
 <b>Photography</b> 12+ YEARS	 <b>Videography</b> 12+ YEARS	 <b>Audio</b> 12+ YEARS	 <b>Creative Team Leader</b> 10+ YEARS	 <b>Corporate Brand Strategy</b> 10+ YEARS



**TWIN CITIES & SOUTHERN MN**

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## OBJECTIVE

Seeking a challenging role leading a new or established creative services team that draws on my infinite curiosity, 20+ years of multimedia design and creative experience, as well as my passion to form a creative team culture where alignment, discovery, experimentation, and process optimization are naturally prioritized.

## AREAS OF EXPERTISE

- Creative Team Leadership
- Creative Direction / Discovery Meetings / Creative Brief Writing
- Digital and traditional illustration
- Design layout & image manipulation
- Project management & direction
- Content research & development
- Typesetting, editing and proofreading
- Web Design Standards, Best Practices, HTML/CSS Code, UX fundamentals
- Content Management Systems (CMS) Setup & Management
- Website Accessibility (WCAG 2.0) standards compliance
- Video Editing & Motion Graphics
- Search Engine Optimization (SEO)
- Search Engine Marketing, Pay Per Click Advertising, Google AdWords

## TECHNICAL PROFICIENCIES

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver and Flash
- Motion Graphics: Adobe After Effects
- Editing: Adobe Premiere
- Audio Mastering: Adobe Audition
- Front-End Web design, HTML, CSS, Javascript
- Back-End Web Development: ExpressionEngine, Wordpress CMS configuration and maintenance
- Ceros Interactive
- 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 in PowerPoint
- Experience collaborating with high level marketing communication and product marketing teams, reporting and data analysis using excel and Google Docs tools
- Savvy with Mac & Windows PC troubleshooting

## SUMMARY

I have a passion for discovering, developing, and optimizing user-centric and solution-focused growth strategies. I lead by example, inspiring teams to create and rally around big ideas that move the needle. My infinite curiosity and full-tilt work ethic combine to form a culture where discovery, experimentation, and optimization are naturally prioritized. And because my true superpower is 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 forward.

## 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, print and digital advertising, UX/UI elements, video and motion graphics, digital and print advertising
- Worked with several business units and marketing communications teams to generate creative from their various levels and styles of input and made sure the outputs always remained consistent with the brand and were executed at a high level
- Created a brand-certification process for creative vendors. Collaborated with, educated, and held accountable third-party creative vendors and made 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.