

## OBJECTIVE

Seeking an exciting role as a **creative director**, **creative services manager**, **design manager**, or **senior graphic designer** where I can build brands, streamline processes, create thoughtful campaigns, collaborate with, lead, and develop amazing creatives + marketers, and bring my passion for creative work to the strategy table.

## AREAS OF EXPERTISE

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

## 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

## HELLO!

I'm Dustin, a creative professional with a passion for discovering, developing, and optimizing user-centric and solution-focused creative strategies. I roll up my sleeves and lead by example, inspiring teams to create and rally around big ideas and efficient processes that move the needle. 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 creative solutions, and pushes both the team and ideas forward. I build creative teams that function like a hybrid between: (1) a high-end creative agency (I stole some process ideas from a few agencies over the years), (2) customer service team that listens to their customers and finds solutions to their problems/challenges, and (3) a sales team that's savvy at telling strong stories and pitching their ideas. I'm a collaborative team player that never works in a vacuum, with a long history of cultivating excellent working relationships across many departments and building above and beyond domain expertise so that I can truly bring high value to both the strategy table and company goals/campaigns.

## PROFESSIONAL HISTORY

**VIAVI Solutions, Eden Prairie, Minnesota (Remote)** ..... August 2016 – Present  
Senior Visual Brand Manager, Creative Services

- Built the strategy, approach, and refinement of the corporate brand guidelines and shaped the evolution 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 consistently by a creative services team, regional creatives/marketers, and by creative vendors globally
- Accountable for the creative direction, brand training, and skills development of a 12-person creative team made up of in-house production artists, graphic designers, illustrators, UX specialists, front-end developers, interactive designers, video editors, motion graphic artists, presentation designers, tradeshow display graphic designers, event display designers, and interactive designers
- Managed external creative resources. 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.
- Creation of high-level design themes for corporate campaigns as well as product specific campaigns for 20+ business units
- Worked on brand equity transfer plans for product sub brands that were more known than the master brand, as well as brand transition plans for several acquired companies
- Worked on social media strategies, improving engagement through more variety of approaches, templates, and optimized ad content for both paid and organic social
- Championed the optimization and vendor relationship of no-code interactive design platform, video asset management platform, social media strategies, etc.
- In addition to corporate brand guidelines, maintained social media guidelines, photography sourcing and photoshoot guidelines, video brand guidelines, presentation guidelines, product marking guidelines, UX guidelines, as well as various DIY creative templates and information portals, and regularly conducted live brand training sessions

**Siteimprove, Bloomington, Minnesota** ..... August 2014 – August 2016  
Multimedia Manager

- 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
- 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
- Planned strategies and reported results to executive team on online advertising, search engine marketing (SEM), and Google AdWords pay per click (PPC) campaigns to executive team
- Management of digital assets - organized, stored and built processes for retrieval of rich media. Also managed, tracked and documented digital rights and permissions
- Development of video customer testimonial program including planning, format, coordination, strategy, videography, editing, and motion graphics
- Managed and maintained marketing technology (marketing websites, microsites, email and landing page templates) for quality assurance, accessibility compliance, search engine optimization (SEO), and provide analytics reporting

**Bosch Security Systems and Communications Systems, Burnsville, Minnesota** ..... May 2012 – August 2014  
Senior Graphic Designer

- Execution of print creative, web creative, display graphics, video motion graphics & live action video editing, videography and photography at client events and trade shows
- 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
- Supported product marketing strategy, lead creative process on product launch advertising and messaging. Worked across multiple divisions and brands in video security systems, professional audio equipment, aviation and broadcast headset and radio communications brands

## TESTIMONIALS

*"Dustin provides excellent, consistent design and production work for web, video and print media. Beyond his creative abilities, Dustin has shown an attention to overall marketing messaging of creative projects, and has a keen eye for detail. Dustin has been a reliable, diligent asset to the team, paying special attention to deadlines, budget constraints and going the extra mile when necessary to ensure they are met."*

–Star Bazella, managed Dustin as Director of Marketing at IdeaS Revenue Solutions and also at Siteimprove

*"Dustin is laser-focused on developing high-quality content and on meeting timelines for projects – no matter how unreasonable they may be. He not only contributes to formalizing the look and feel of content and make them market-ready but also goes beyond the visual & design elements to really crystallize how we are conveying our message and if there is a better way to do it."*

–Vivek Bhogaraju, Director of Strategic Alliances at IdeaS Revenue Solutions (collaborated with Dustin on partner marketing projects)

*"Besides being super fun to work with, Dustin is an intelligent person who is able to present creative products and communicate effectively. He successfully created superb work for our company. During his tenure, we saw the business and marketing quality grow significantly. Dustin has a unique ability to create fantastic designs and video in a timely manner for a very diverse clientele. Though he was a huge asset to the design team, Dustin was also extraordinarily helpful in other areas of the company. In addition to writing effective marketing pieces, tracking production goals and SLAs, Dustin also assumed a leadership role in training, inspiring and motivating other employees."*

–Roger Fuhman, VP of Sales & Marketing at Siteimprove (collaborated with Dustin on various marketing and sales enablement creative projects)

*"Dustin is an extremely talented Graphic, Web and Multimedia designer and I feel lucky to have had the privilege to work with him. He has impeccable work ethic, is creative and has an amazing eye for detail. His skills, communication and problem solving abilities make him a very valuable asset, I highly recommend Dustin."*

–Kari Koob, Marketing Manager at IdeaS Revenue Solutions (collaborated with Dustin on various advertising, events, and email marketing creative projects)

## PROFESSIONAL HISTORY (CONTINUED)

IdeaS Revenue Solutions – a division of SAS Institute, Bloomington, Minnesota.....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, Minnesota..... January 2005 – January 2008  
Lead Graphic Designer and Web Designer

Operations Manager for Wide-Format Printing and Unitech Foil divisions

- 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
- Served as operations manager for start-up wide format printing and vinyl sign cutting division. Became in-house expert on Mimaki printer and vinyl plotter equipment operation and trained production staff. Developed marketing plan, created sales collateral, and participated in wide format printing conferences to promote the division's offerings.
- Served as operations manager the Unitech Foil division. Managed the inventory, processed orders, and led the sales of the hotstamp foil products, and provided product expertise. Developed and maintained sales collateral and website.

BIC Graphic, formerly Norwood Promotional Products, Sleepy Eye, Minnesota..... October 2004 – December 2004  
Production Artist (Contract position via Aquent Creative Services)

- Typeset client ads, created original artwork, recreated artwork for offset printing, retouched images. Met fast-paced production environment efficiency guidelines, accuracy standards, and print production quality control standards.

TCF National Bank, Minneapolis, Minnesota ..... February 2002 – May 2004  
Call Center Customer Service Representative

- Worked in a fast-paced call center environment researching and analyzing customer bank account and online banking situations, resolving routine issues, owning customer concerns, and responding to inquiries/requests

Posi Lock Puller, Inc., Cooperstown, North Dakota ..... 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

Dynamics Marketing Inc., Cooperstown, North Dakota ..... November 1997 – February 2000  
Sales Representative (outbound call center)

## VOLUNTEER WORK

Boy Scouts of America, Lonsdale, Minnesota.....2016 – Present  
Pack Committee Chair, Lion Coordinator and Den Leader

- Provided support to den leaders to ensure a quality educational program
- Planned and conducted monthly pack committee meetings as well as communicating plans and decisions transparently and collaboratively with other leaders and parents
- Responsible for ensuring the Pack has enough qualified adult volunteers, guiding them on their safety training requirements, and keeping the pack engaged with the community for visibility and future recruiting
- Administrative and support tasks (re-charter paperwork, schedule writing, liaison with regional council, attended regional council meetings)
- Creation of pack promotional materials for recruiting and Scout events
- Conducted den classes - Planned and carried out the activities and classes related to patch-earning adventures for Scouts

## EDUCATION, ASSOCIATIONS & PROFESSIONAL DEVELOPMENT

### The Art Institutes International Minnesota,

Minneapolis, Minnesota .....October 2001 – September 2004  
Bachelor of Science Degree in Graphic Design

### University of Minnesota College of Continuing and Professional Studies

Minneapolis, Minnesota .....April 2022  
Agile Project Management Certification

### American Institute of Graphic Arts (AIGA)


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

### Participated in Professional Training at:


Adobe MAX Conference, Spring 2013, Fall 2020, and Fall 2021  
Design & Content Conference, Fall 2014  
Hubspot INBOUND, 2015  
NAB Post Production World, 2013 and 2014  
Spring 2014 HOW Design Live Conference, Summer 2012 and Summer 2014  
InHOWse Design Managers Conference, Chicago, Illinois Summer 2011  
Wide Format Printing Summit, 2007

## REFERENCES


Available upon request.




**DUSTIN MARSON**




**CREATIVE LEADER & STRATEGIST**




**PRINT & DIGITAL GRAPHIC DESIGN**



**WEB DESIGN, ACCESSIBILITY & SEO**

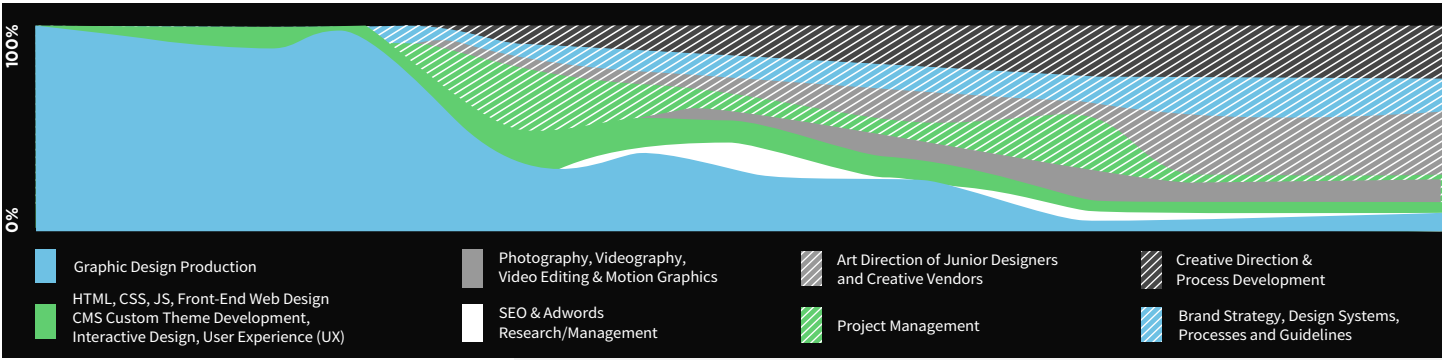
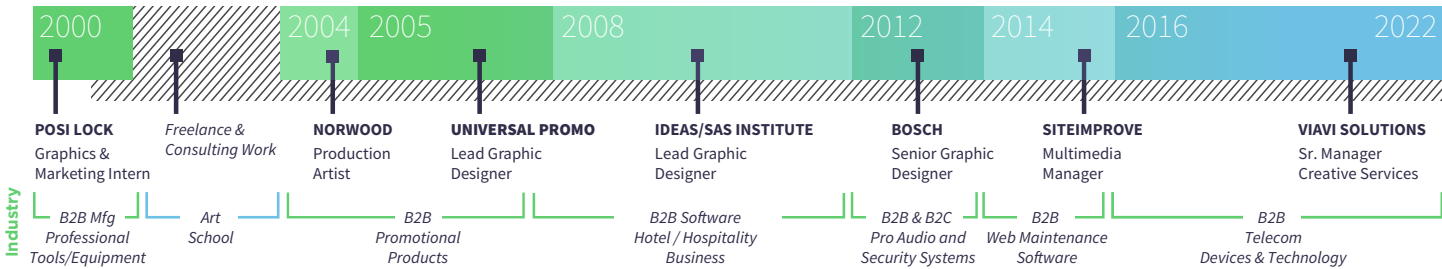


**VIDEO & MOTION GRAPHICS**



**B2C & B2B BRAND STRATEGY**



# WORK HISTORY

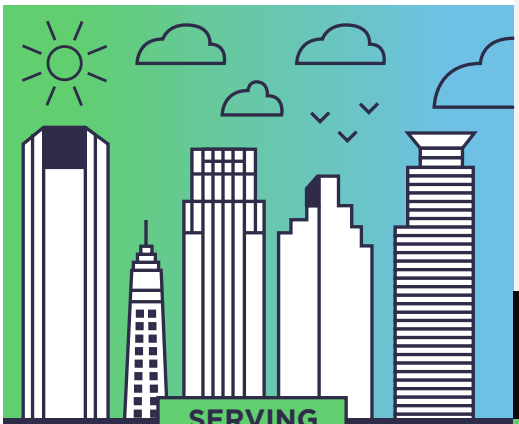


# EDUCATION

- 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



**SERVING**  
**TWIN CITIES & SOUTHERN MN**

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