



**DUSTIN MARSON**



**CREATIVE LEADER & STRATEGIST**



**PRINT & DIGITAL GRAPHIC DESIGN**



**WEB DESIGN, ACCESSIBILITY & SEO**

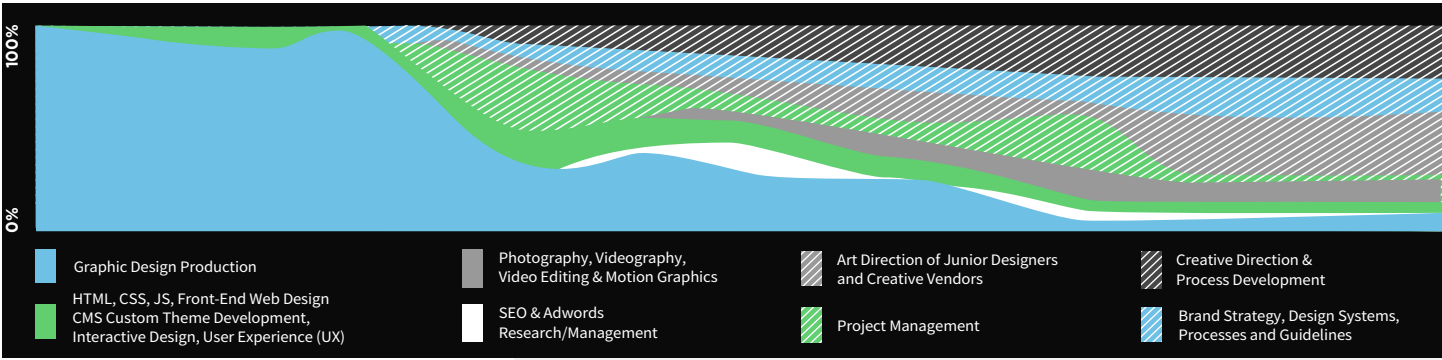
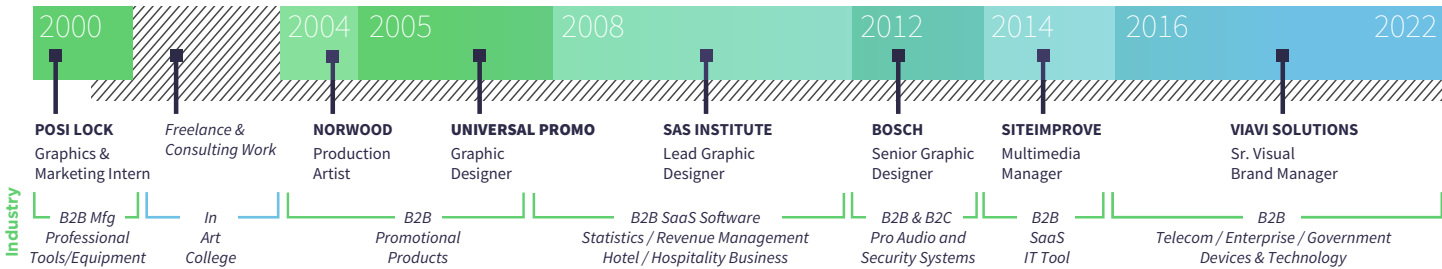


**VIDEO & MOTION GRAPHICS**



**B2C & B2B BRAND STRATEGY**


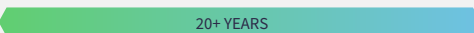


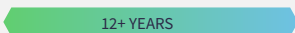

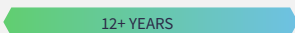

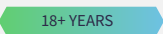





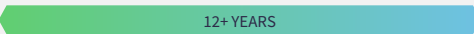


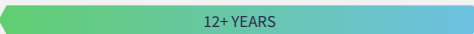
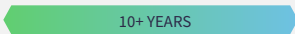

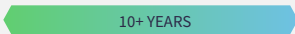
# WORK HISTORY



# 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> 	 <b>Illustrator</b> 	 <b>InDesign</b> 	 <b>Premiere</b> 	 <b>After Effects</b> 
 <b>HTML &amp; CSS</b> 	 <b>Content Management Systems</b> 	 <b>Web Accessibility</b> 	 <b>SEO/SEM</b> 	
 <b>Photography</b> 	 <b>Videography</b> 	 <b>Audio</b> 	 <b>Creative Team Leader</b> 	 <b>Corporate Brand Strategy</b> 



**TWIN CITIES & SOUTHERN MN**

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see my portfolio at  
**dustinmarson.com**

## WITH ME ON YOUR TEAM, YOU'LL HAVE...

- ... **A creative leader**, who has owned the overall creative direction and mentored the professional growth of brilliant teams of designers, interns, production artists, developers, writers, UX specialists, presentation designers, motion graphic artists, video editors, and more
- ... **A creative influencer throughout the organization** who sells work with thoughtful rationale, excellent creative processes, great storytelling, and open collaboration that leads to positive and productive working relationships
- ... **A seasoned graphic designer** with a bachelor's in graphic design, who has a deep knowledge of the fundamentals of design, is a master of Photoshop, Illustrator, and InDesign, and has been concepting and executing thoughtful creative solutions for 20+ years
- ... **A front-end web designer** savvy with HTML / CSS, experienced with user experience (UX) best practices and strategies, knows how to meet web and document accessibility guidelines (WCAG 2.0, Section 508), who brings extensive experience optimizing for search engines (SEO) and partnering together with marketing teams to create engaging digital experiences across a variety of mediums
- ... **A web master** with experience creating themes and templates for Wordpress and other CMS systems, general server management, as well as optimizing CMS systems with the latest tools that empower marketers to self-serve their content areas
- ... **A motion graphics designer / video editor / videographer / photographer** that's savvy with After Effects, Premiere, and handy with cameras for shooting professional-level videos or photography in-house
- ... **An in-house creative who talks the talk with external agencies** who has managed third-party agencies from all over the world as aligned, "brand-certified" extensions of the in-house team, or simply utilized their capabilities and expertise to the fullest. As a bonus, I've learned a lot from their great creative processes, creative brief templates, and discovery meeting questions and applied them to my in-house projects
- ... **A digital marketing analytics nerd** who knows Analytics tools and will happily break away from the design studio to analyze, report on, and present how projects performed or "geek out" with the marketers
- ... **A presentation / instructional designer** with advanced knowledge of Microsoft PowerPoint design / templating, MS Word templating, and experience developing training materials
- ... **An Agile-certified project manager** (certified in April 2022) who uses agency style creative processes. I've also worked with marketing leadership to manage priorities and bandwidth for creative teams and have scoped many large-scale projects.
- ... **An effective communicator** with a lot of experience collecting and defining detailed systems of governance, standards, and technical requirements for brands, web properties, campaigns, etc.
- ... **A curious and open-minded creative** with a humble heart who is always interested in learning from diverse members of global organizations while seeking out and sharing the latest trends from outside a company's four walls to keep the design work fresh and impactful
- ... **A true professional in the above areas** that has focused on high level executions in each area, never just settling as a generalist in any work. See my [graphic and web design portfolio](#) and [video reel](#) for a selection of my work examples.

## SKILLS

- Traditional and Digital Illustration
- Videography
- Photography
- **Adobe Creative Suite**
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Adobe Audition
- **Web Design and User Experience (UX)**
- HTML
- CSS
- Javascript
- Wordpress
- Drupal
- ExpressionEngine
- Ceros
- Web Accessibility
- WCAG 2.0 compliance
- Section 508
- Wireframing
- Prototyping
- Adobe XD
- **Agile Project Management**
- Agile certified
- Basecamp
- JIRA
- MS Teams
- MS Sharepoint
- Eloqua templates
- Hubspot templates
- Google Analytics
- Google Webmaster Tools
- Google AdWords
- **Microsoft Office**
- MS PowerPoint design / templates
- MS Word templates

## PROFESSIONAL HISTORY

**VIAVI Solutions**, Eden Prairie, Minnesota (Remote)

August 2016 – Present

*Senior Visual Brand Manager – Creative Director*

**Summary: Led and coached a brilliant team of creative services graphic designers, event designers, and regional creatives around the world while being the in-house brand champion who influenced across the organization and brought everyone from marketing to product management together to create impactful campaign themes and designs. Set brand standards, maintained brand governance documentation, led creative meetings, and influenced on brand strategy across the organization. Created designs that set a great example for the team.**

- 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 internal promotion of no-code interactive design platform for creating visually engaging digital experiences for various use cases such as marketing, proposals, product training, and more
- 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
- Influenced many stakeholders of many levels and areas of the organization through solid working relationships built around collaborative processes, always coming to the table engaged and willing to contribute and learn, as well as always providing quality service and reliability
- Produced instructional design assets (presentations, videos, interactive PDF guides) for internal and external training

**Siteimprove**, Bloomington, Minnesota

August 2014 – August 2016

*Multimedia Manager - Digital Marketing Manager – PPC, SEO and Accessibility Expert – UX Strategist*

**Summary: Web Master, Senior Designer, Multimedia Designer, and in-house creative and digital strategy expert (PPC, SEO, Accessibility) expert for rapidly growing software firm. Built and led a small team of multimedia designers in the US and Denmark.**

- Responsible for the accessibility compliance, quality assurance, and search engine optimization of all marketing technology (websites, microsites, email, and landing page templates) for quality assurance, accessibility compliance, search engine optimization (SEO), and provide analytics reporting

- Managed and Reported to executive team on strategies and results of Google AdWords (SEM) campaigns, Remarketing campaigns, pay per click (PPC) campaigns, and LinkedIn advertising campaigns
- Worked within Wordpress to maintain and update the website and improve user experience through best practices and site optimization testing.
- Lead creative designer and strategist of the organization: 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 of global team of junior graphic designers, multimedia designers, writers, and external web development vendors.
- Implementation of project management system (Basecamp) and documentation of creative processes and brand guidelines/governance tools
- 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
- Produced instructional design assets (presentations, videos, interactive PDF guides) for internal and external training

**Bosch Security Systems and Communications Systems**, Burnsville, Minnesota May 2012 – August 2014

*Senior Graphic Designer – Art Director*

**Summary: Lead designer at the strategy table for new product campaign launches, all video and motion graphics production, and player-coach leader accountable for the creative and production work of web designers and graphic design interns.**

- Key participant in marketing team strategy meetings and RFPs, contributed ideas and perspective that produced a strong level of visual storytelling.
- Designed and produced layouts for digital marketing materials, print and social media advertisements, direct response ads, booths, point of purchase displays, etc in a wide variety of styles that corresponded to the global Bosch brand standards and reflected the specific personalities of each of the sub brands: Bosch Security Systems, Electro-Voice, Telex Headsets, and RTS Radio Comm Systems.
- Supported creative aspects of tradeshow programs including booth and banner designs, booth signage, email invites, and other supporting design tasks
- Designed print marketing assets including but not limited to product data sheets, brochures, and direct response mail pieces
- Collaborated with web developers for UI/UX design and keeping front-end fresh.
- Created eye-catching videos and other multimedia tools through filming, audio editing, photography, motion graphics, and more.
- Product Photography and Photo Retouching
- Creative direction to junior graphic designers, design interns, and external vendors (advertising & design agencies, web development agencies, video production companies)
- Maintained close working relationship with external creative agencies, managing the relationship, ensuring we were getting the most from that resource and using them as an extension (not replacement) of the team

**SAS Institute** (IDeaS Revenue Solutions acquired by SAS), Bloomington, Minnesota

January 2008 – May 2012

*Graphic Designer – Web Designer – Multimedia Designer*

**Summary: Web Master, senior designer, and accountable for small team of junior designers.**

- 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

**UniversalPromo dba Pro-Med Supplies and UpLine**, Rogers, Minnesota

January 2005 – January 2008

*Lead Graphic Designer and Web Designer*

*Operations Manager for Wide-Format Printing and Unitech Foil divisions*

**Summary: Led team of production artists and web developers while working on product catalogs and webmaster of product catalog websites**

- 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** (Norwood Promotional Products acquired by BIC), Sleepy Eye, Minnesota

October 2004 – December 2004

*Production Artist (Contract position via Aquent Creative Services)*

**Summary: 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*

**Summary: 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)*

## 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

Achieved April 2022

### **Agile Project Management Certification**

American Institute of Graphic Arts (AIGA)

January 2009 – May 2016

### **Professional Member, Minnesota Chapter**

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

## VOLUNTEER WORK

**Boy Scouts of America**, Lonsdale, Minnesota

2016 – Present

Pack Committee Chair and Den Leader

- Administrative and support tasks (re-charter paperwork, schedule writing, liaison with regional council, attended regional council meetings, planning annual pack budget)
- Planned and led 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, provided support to volunteers and den leaders to ensure a quality program, guiding them on their safety training requirements, and keeping the committee engaged with the community for visibility and future recruiting
- 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

## TESTIMONIALS

*“Besides being super fun to work with, Dustin is an intelligent person who can 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 Fuhrman, VP of Sales & Marketing at Siteimprove (collaborated with Dustin on various marketing and sales enablement creative projects)

*“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)

*“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, exhibit designs, and email marketing creative projects)

## **PORTFOLIO / WORK EXAMPLES / PROCESS**

Visit <https://www.dustinmarson.com>

## **VIDEO REEL**

Visit <https://www.dustinmarson.com/video-reel>

## **LINKEDIN**

Visit <https://www.linkedin.com/in/dustinmarson>

## **REFERENCES**

Available upon request.