

Brandon Proff

DIGITAL PORTFOLIO AT BRANDONPROFF.COM
REFERENCES AVAILABLE UPON REQUEST

EXPERIENCE

- '12-NOW **OUR MUTUAL FRIEND BREWING** CREATIVE DIRECTOR
I conceptualize, plan, and manage all of the creative content, including the company website, all social media campaigns and collateral, merchandise, event collateral, taproom interior design and art curation. I define and maintain the brand and creative strategy, implement processes and work with various creative resources to execute new creative and marketing initiatives for promoting and generating business.
- '15-'16 **BEATPORT** SENIOR GRAPHIC DESIGNER
I was responsible for the creation of all design, including internal communications, merchandising, marketing email campaigns, executive presentation decks, logos, and icon design for web-based and print media.
- '14-'15 **INTELLIGENT DEMAND** SENIOR GRAPHIC DESIGNER
I was responsible for the creation of all visual design, including typography, visual concept, logo, and icon design for web-based and print media. I effectively collaborated and coordinated with strategists and writers to ensure the visual design fully leveraged the strategy, communicated the desired message, and functioned successfully for varying technical and performance specifications.
- '10-'14 **DIGI DATA** USER EXPERIENCE DESIGNER
I Led the UX team to collaboratively develop user data driven design, and worked with front end developers, engineers, BA and QA to execute native app and responsive web design. I updated processes to include a mobile first approach and a more lean UX process to ensure timely delivery of products and features to each client. I introduced and integrated a versatile app design process and added new technologies into team work flow, saving hours of extra work.

SKILLS

DESIGN

I'm fluent in Illustrator & Photoshop in creative and production environments. I'm very comfortable pencil-sketching and creating wireframes. I get excited about packaging design, secondary branding, native/web application design, and the potential of wearable technology.

DIRECTION

I'm direct, consistent, and have very high standards. I can manage varying personalities with thoughtful, constructive criticism and I'm often quick to offer solutions during ideation. I enjoy collaboration, but am able to work independently. I excel in stressful and unconventional circumstances.

CLIENT

I'm very good at building rapport and strengthening briefs with supportive and connective questions. I'm very comfortable sketching in an "over the shoulder" environment.

I'm a thorough communicator, with no issues presenting concepts, or calmly responding to client pushback in a presentation environment.

EDUCATION

2006
METROPOLITAN STATE
BA HISTORY

CLIENTS

LEVEL 3
KAISER PERMANENTE
DIGITALGLOBE
SKETCHUP
VERIZON
TELEFONICA
COLUMBIA RECORDS
EQUAL VISION RECORDS

AWARDS

2015
MARKETO REVVIE
CREATIVE INNOVATOR IN
CONTENT MARKETING
CLIENT: SKETCHUP
ROLE: DESIGNER

2015
BMA GOLD KEY AWARD
FOR CONTENT MARKETING
CLIENT: LEVEL 3
ROLE: DESIGNER

COMMUNITY LEADERSHIP

2015
AIGA COLORADO
PR & SOCIAL MEDIA
BOARD CHAIR

2015
TEDx MILE HIGH
ADVENTURES
BOARD CHAIR

TOOLS

ADOBE CREATIVE CLOUD
- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN

OMNIGRAFFLE
VISIO
BALSAMIQ
INVISON

JIRA
BASECAMP

PAPER
PEN + PENCIL

MICROSOFT OFFICE

SOCIAL MEDIA
AD MANAGEMENT
- FACEBOOK
- INSTAGRAM
- TWITTER
- LINKEDIN