

# BRETT GANDER

1 Main St. Brooklyn, NY | 952.303.2525 | brettgander@yahoo.com



## SOFTWARE

Adobe CC  
Illustrator  
Photoshop  
InDesign  
Muse  
Dimension  
Character Animator  
Animate/Flash  
After Effects  
Premiere Pro  
Audition  
Experience Design (XD)  
Dreamweaver  
Sketch  
InVision  
Keynote/PowerPoint

## SKILLS

Mac & PC  
Print Design  
Digital Design  
UI & UX Design  
Photography  
Video Production/Editing  
Audio Production/Editing  
Animation  
HTML/CSS  
Illustration  
Typography  
Creative Thinking  
Communication  
Leadership  
Project Management  
Multitasking  
Attention To Detail  
Writing

## EDUCATION

Minnesota State University  
Moorhead, MN  
Major: Graphic Design  
September 1996 - May 1998  
Mayville State University  
Major: Elementary Education  
Minor: Coaching  
September 1992 - May 1996

## PORTFOLIO

## PROFESSIONAL SUMMARY

As an award-winning graphic artist and a creative design polyglot, I love what I do. I have a passion for all things creative and a drive to take on new and innovative projects. I'm an accomplished web and motion graphics designer; print designer; digital designer, artist, and creative director. In addition to that, I am a published writer and photographer. My experience also includes directing television and radio commercials, as well as video and sound editing. I excel at creating brand assets and setting graphic standards. I have the agility to juggle multiple projects at once and turn challenges into creative solutions. Some examples of success through rebranding resulted in increasing sales by 58% company-wide and 300% in one department alone. For another client, through creativity and strategic advertising, I helped increase their Sunday sales by 75%. My creativity combined with strong leadership skills, experience, attention to detail, and tenacious work ethic results in a self-motivation, enthusiasm, and confidence that is rivaled by few.

## EXPERIENCE

Freelance Photographer - New York Yankees, New York, NY (February 2018 - Present)  
As a freelance photographer for Jowdy Photography and the New York Yankees, I document the game day experience, both on and off the field.

Creative Director/Designer - Bella Media Group, New York, NY (February 2018 - Present)  
Working primarily on Branding and the overall Creative Direction on all that falls under the Bella Umbrella. I also take part in cover and page design. I am the UI and UX designer. I am also the motion graphic designer for Bella TV.

Creative Director/Designer - ZeroHour Design, New York, NY (February 2013 - Present)  
Working primarily on, but not limited to branding along with web and mobile design - Dragon Wake Rentals, Cornerstone Insurance | Proven UI and UX design prowess utilizing wireframes, hi-fi and lo-fi mockups, prototypes, as well as hosting and analytics - The Pizza Shop, Hometown Inn | As a result, client web traffic has increased an average of 46% | Numerous print, digital, animation, video, and audio projects - The City University of New York, DesiStrong Foundation and Mayville State University just to name a few | All taken from concept through creation into implementation | Assessing and assisting clients both large and small in building their brand, promoting their business, and making good things happen.

Senior Designer - Ad Monkeys, Grand Forks, ND (April 2009 - February 2013)  
Worked with the creative director and production manager designing logos, graphic standards, digital design, print design, and illustrations | Designed and directed television and radio ads | Maintained a pivotal role in brainstorm sessions | Lead press checks | Nominated for multiple American Advertising Awards | Won 2011 Silver ADDY Award | Branched into major roles in photo and video shoots | Assisted interns with applications, work procedures, and creative practices | Took creative lead for companies such as Frandsen Bank & Trust, Dakota Maid Flour, and Home of Economy.

Creative Director - B&B Image Group, Minneapolis, MN (April 2003 - February 2009)  
Worked closely with CEO on ways to help drive creativity, improve quality control and promote a safer work environment | Provided creative guidelines and directed the creative process | Lead brainstorm sessions | Help shape print strategies and design solutions for large and small format print process | Lead press checks | Worked for companies such as Skechers, Hormel, Dunn Brothers Coffee, and Old Country Buffet.

