

# BRIAN CALDWELL

## GRAPHIC DESIGNER

As a designer with 7+ years of experience, I bring a dynamic fusion of UX/UI and Marketing expertise to the realm of Graphic Design. My foundation lies in an Integrated Media degree, majoring in Graphic Design from Pacific University. With a seasoned background in collaborating with top-tier clients like Nike and JBL Audio, my portfolio reflects a journey rich in a variety of high-profile graphic design projects. My expert proficiency in The Creative Suite amplifies my skills in Brand Marketing and Visual Communication, enabling me to craft compelling visual narratives.

## CONTACT



briancaldwelldesigns@gmail.com



briancaldwelldesigns.com



linkedin.com/in/brian-caldwell/



instagram.com/brian.caldwell.ai/

## SKILLS

Vector Illustration	●●●●●	Adobe Creative Suite	●●●●●
Brand Marketing	●●●●○	Visual Communication	●●●●○
CMS	●●●●●	Figma / Adobe XD	●●●○○

## ACHIEVEMENTS

- 2018 - Gold award in the IDA student submissions

## EDUCATION

- Pacific University - B.F.A. Integrated Media, Graphic Design
- The Art Institute of Portland - Transfer Advertising / Marketing Graphic + Web Design
- Shasta College - A.A. in General Studies

## EXPERIENCE

### 2023 - 2025 Aramark at Nike WHQ (NFS)

#### 2024 - 2025 Creative Producer/Design Specialist

- Designed and refreshed multiple quick-service restaurants, executed a full-service restaurant rebrand, and created 11 coffee shop menu boards and 20 café brands across Nike campuses in print and digital, all at a high level of success.
- Specialized in digital designs across various screen sizes, including large-scale ping screens, mobile-friendly displays, app ordering interfaces, and kiosk touch screens.
- Developed and designed a monthly content series for virtual nutrition education on the company's internet and internal app.
- Crafted a versatile range of marketing visuals for both print and digital platforms to enhance engagement and outreach. This included informative postcards, enticing café raffles, captivating farmer's market promotions, and dynamic online café menus tailored for Nike WHQ and the Nike LAHQ location.
- Skillfully adjusted to changing timelines and deadlines, managed and executed multiple projects simultaneously with exceptional organization, and crafted custom-branded materials to meet client demands.

### 2021 - 2023 ProActive Sports Group

#### 2022 - 2023 Graphic Designer

- Created custom digital and laser graphics for Temper-craft and esteemed clients in the trophy industry, ensuring unique and visually striking designs.
- Develop compelling email marketing campaigns using Mailchimp to captivate audiences and drive conversions.
- Designed assets optimized for social media platforms and online sales initiatives, maximizing visual impact and brand recognition.
- Refined and recreated logos with attention to detail and creativity, maintaining brand identity and relevance.
- Designed an online digital marketing catalog to amplify brand visibility, engagement, and sales across various online channels.

### 2019 - 2021 Nmotion Print 360

#### 2020 - 2021 Graphic + UXUI Designer

- Crafted unique and custom graphics tailored for both web and print mediums, including designing custom speaker graphics for JBL Audio catered to a variety of executives in the tech industry.
- Overhauled marketing materials, branding elements, and print procedures to enhance visual appeal and efficacy.
- Developed wireframes in Adobe XD/Figma and online prototypes using Invision for a novel CMS Shopify website.
- Actively constructed and managed site content for Shopify using the CMS, ensuring its upkeep and relevance to target audiences.
- Employed Google SEO programs to optimize web traffic, refine keywords, and improve ranking, driving increased visibility and engagement.

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### EXPERIENCE CONT.

#### ● 19 - 20 Village Gardens (nonprofit)

##### 19 - 20 Graphic Designer

- Directed community marketing campaigns and communication strategies across digital and print platforms.
- Designed distinctive icons and graphics for promotional items, social media platforms, and email marketing campaigns for the Portland Give!Guide fundraising event.
- Generated graphics for custom apparel, posters, banners, and informative flyers to enhance promotion for various community events and activities.
- Crafted personalized "thank you" postcards sent to event sponsors as tokens of appreciation.

#### ● 19 - 20 Community Connection West (nonprofit)

##### 19 - 20 Graphic + UXUI Designer

- Generated and crafted a custom logo and branding concept for the client team.
- Collaborated closely with the client team to develop a comprehensive brand/style guide.
- Constructed wireframes in Adobe XD/Figma and online prototypes in Figma as the framework for a new website.
- Created web icons, landing pages and graphics to enhance the website's visual appeal and functionality for their CMS.

#### ● 19 - 20 Impact Sign Co

##### 19 - 20 Assistant Graphic Designer

- Refined and recreated logos with attention to detail and creativity, maintaining brand identity and relevance.
- Designed personalized signs, banners, and car wraps for clients, ensuring unique and impactful visual representations.

#### ● 19 - 20 Savona Coffee House

##### 19 - 20 Graphic Designer

- Redesigned a unique logo and created customized business cards to enhance brand identity and increase market visibility.

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