

## **Bryan Van Epps**

54 Pond View Drive; Southington, CT 06489 • 860-919-9142  
[Go2CreativeGuy@gmail.com](mailto:Go2CreativeGuy@gmail.com) • [yourgo2creativeguy.com](http://yourgo2creativeguy.com)

### **Background**

I have extensive creative and print production experience within marketing communications and know what it takes to create an innovative design presence that gets you noticed.

As a Designer, I am known for my unique execution of marketing initiatives – including printed and web-based materials. I have the expertise to manage the appropriate creative resources including writers, photographers and illustrators as well as overseeing an efficient production staff and front-end web development staff – taking your project from start to finish. I have collaborated with senior marketers, search engine optimization experts, product developers, account managers and sales executives to execute highly effective, profitable creative campaigns – on time and within budget.

### **Expertise**

- Skilled and dedicated Graphic Artist with more than 20 years experience coordinating, planning and overseeing the completion of projects.
- Outstanding Communication skills – proficiently utilize interpersonal skills in relating with others. Effectively handles difficult situations, negotiates, as well as develops and implements solutions. Proven ability to interact with clients and staff at all levels.
- Highly Focused and results-oriented in supporting complex, deadline-driven operations, able to identify goals and priorities and resolve issues in initial stages.
- Excellent management skills.
- Exceptional supervisor - motivates personnel to increase efficiency, quality of service, and productivity.
- Hard-working, goal-oriented, flexible, and a team player.
- Proficient in PC & Mac hardware and software programs including the Adobe Creative Suite, Quark XPress, and Microsoft Office.

### **Professional Experience**

#### **Design Consultant**

*Southington, CT*

*February 2007 to Present*

Responsible for generating revenue for clients through strategic direction and execution of a variety of marketing initiatives both on- and off-line.

- Complete design deliverables including: wireframes, site maps, graphical elements, content development, CMS development and deployment as well as final Q/A testing.
- Advertising, online & offline, indoor and out.
- Print collateral materials such as corporate brochures and sales support
- Corporate image and personality brand building, including style guide and logo standard documentation.

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### **Document Specialist**

*Sikorsky Aircraft Corporation, Stratford, CT  
November 2012 to June 2013*

Responsible for the design creation, manipulation and/or formatting of proposal graphics as well as text insertion and changes in large, multi-volume proposal documents to include page formatting as well as coordinating the printing and binding of hard copy proposal documents to support the internal reviews as well as final hard and electronic copies.

- Extensive proofreading and editing of existing documents.
- In depth knowledge of MicrosoftWord, Excel, Powerpoint and the ability to expediently integrate them with graphics from the Adobe Creative Suite.
- Represent the department in meetings with management.

### **Art Director**

*Lewtan Industries, Hartford, CT  
December 2006 to February 2007*

- Responsible for the expedient flow of work throughout the department.
- Oversee a creative staff of four (4) designers.
- Create and produce marketing support materials as needed.
- Maintain status reports on all jobs within the department.

### **Director, Creative Services/Print Media**

*Vertrue Inc., Norwalk, CT  
August 1998 to October 2006*

Responsible for the effective creative development and delivery of fulfillment materials, direct mail campaigns and internet sites to support a wide variety of membership programs either by directing a design group or by working independently, based on strategic input from Product staff and/or Client needs.

- Oversee a creative staff of up to 12 Managers and adjunct personnel in terms of design direction, layout and copy from concept through disk preparation.
- Maintain a general working knowledge of the creative status for all products both domestic and international.
- Oversee and provide input to the creative development of all acquisition, retention and testing initiatives, as well as provide support for the Product, Sales, Account, Direct Mail, departments with presentation, recruitment and other related materials.
- Creative development and delivery of fulfillment materials and direct mail campaigns to support a variety of membership programs.
- Develop and maintain creative department standards for file preparation and release.
- Manage technical issues within the department with a goal of 95% uptime for all systems.
- Establish relationships with outside creative and technical resources in order to obtain and evaluate bids that will ensure the lowest logical cost, quality and delivery deadlines.

### **Education**

- Bachelor of Fine Arts Degree, 1987, Paier College of Art, Hamden, CT
- Associates Science Degree & Certificate in Publication Design, 1984 Tunxis Community College, Farmington, CT