



Frank Gorman

Director / Designer / Manager

PROFILE

Experienced creative with a demonstrated history of multi-tasking, problem solving and communication. Organized team player with a strong work ethic, a degree in Art Direction and a drive to learn. In my spare time, I indulge in creative writing and actively engage with social media to stay updated on the latest design trends and advancements in A.I..

SKILLS

Photoshop // InDesign // Illustrator
Web Design // Social // Usability
Figma // Sketch // Adobe XD
Art Direction // Typography // Branding
Visual Designer // Interactive Designer
Trello // Jira // Workamajig
DotDigital // Klaviyo // SendGrid
Wireframing // Mailers // Packaging

EXPERIENCE

May 2023 -
May 2024

Duke Energy // Sr Creative/Web Specialist

- Oversaw a constant workload ranging from 15 to 25 projects.
- Demonstrated effective communication within the context of a large-scale corporate structure.
- Consistently provided print-ready deliverables and managed projects to fruition.
- Upheld my work to ensure efficient and timely completion of all tasks.
- Maintained strict adherence to brand guidelines while elevating current design aesthetics.
- Wholeheartedly embraced the corporate office environment without any challenges.
- Collaborated with internal stakeholders, such as account managers, project managers and creative to execute innovative design solutions.
- Crafted diverse creative assets, including Direct Mail, Print, Digital, and Social media content.

June 2019 -
February 2023

cbdMD // Design Manager

- Provided creative direction to photographers, renderers, vendors and other designers.
- Coordinated cross-department via Jira to guarantee punctual delivery of project deliverables.
- Verified that our website was intuitive for users and adhered to UI/UX requirements.
- Built and maintained resources that went beyond Adobe Suite libraries such as server organizing and vendor information.
- Oversaw the design and development of cbdMD, PAWcbd and Botanicals Brands.
- Lead the quality assurance efforts for web pages, leveraging tools like Google Docs and Google Sheets to ensure meticulous documentation.
- Conducted research to understand our target audience, market trends, and competitors using additional applications like Searchspring & Hotjar.
- Guided and supported team members through supervision, feedback, and mentorship.

April 2019 -
June 2019

TTI Floor Care // Package Designer

- Managed task prioritization to ensure timely project completion.
- Provided layout for package design, sent files to print and communicated in Workamajig.
- Worked closely with team members both locally and internationally to achieve project goals.
- Reviewed designs and provided feedback to ensure they align with the company's values.

January 2019 -
April 2019

Midan Marketing // Graphic Designer

- Maintained up-to-date with industry trends, art styles and typography samples.
- Had a positive outlook through tight deadlines and documented time daily.
- Worked on new ways to better myself, our team and our process.
- Advanced layout for package designs, set email campaigns and prepared files for print.

January 2008 -
August 2018

HDMZ // Art Director

- Won 5 BMA Tower Awards five consecutive years.
- Offered comprehensive design concepts for client presentations, articulating the strategic thinking and rationale driving each design decision.
- Alternated between managing others and working independently.
- Conceptualized and ideated via sketches and lofi comps.
- Created prototypes/wireframes in Sketch/Figma/Photoshop to test the design.
- Executed ads, mailers, displays, tradeshow & more within Illustrator, Photoshop & Indesign.
- Delivered high quality work through high-stress timelines utilizing software like Trello.
- Worked on presentations through PowerPoint & Google Slides as well as mood boards.
- Managed projects from start to finish while setting timelines, delegating tasks, and ensuring projects were completed on time and within budget.
- Collaborated with copywriters, photographers, and developers, sharing ideas and providing feedback as required.
- Initiated an internal program aimed at fostering creativity and encouraging team members to push boundaries and explore new ideas.
- Learned to strategize for clients in B2B Marketing and work toward a leadership role.

Additional
Contracts

Matura Marketing // Art Director
DraftFCB // Art Director
Maddock Douglas // Art Director

- Created visual designs that communicate a message or idea.
- Handled daily responsibilities ranging from pitching ideas to proofing copy.
- Demonstrated exceptional attention to detail coupled with time management abilities.
- Forged strong client connections, ensuring satisfaction and repeat business.
- Efficiently engaged with clients to understand their requirements.
- Collaborated in meetings and followed the brief.

EDUCATION

Master's Degree in Art Direction

Brainco: Minneapolis Portfolio School, 2005-2007

BA, Advertising

Michigan State University, 2001-2004

Psychology Minor

CONTACT

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