



# Frank Gorman

Senior Art Director / Designer / Manager / Catch-All

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🌐 www.freelance-frank.com

## PROFILE

Experienced creative with a demonstrated history of multi-tasking, problem solving and accomplishing projects in a timely fashion. Organized team player with a strong work ethic, a degree in Art Direction and a drive to learn. Off hours I use coffee to fuel my writing, dive into Discord and search for the next big thing.

## SKILLS

Photoshop // InDesign // Illustrator  
Web Design // UX/UI Design // HTML  
Adobe XD // Figma // Sketch  
Art Direction // Typography // Branding  
Management // Concepting // Usability  
DotDigital // Klaviyo // SendGrid  
AfterEffects // Premiere // Packaging  
Web3 // NFTs // Crypto

## EXPERIENCE

2019-Present

**cbdMD // Associate Design Manager**

- Oversee the design and development of cbdMD, PAWcbd and Botanicals.
- Provide creative direction to photographers, renderers and other designers.
- Ensure the final product is consistent with the company's branding.
- Confirm website is user-friendly, complies with UI/UX demands and is visually appealing.
- Detail oriented and organized along the journey.

2008-2018

**HDMZ // Sr. Art Director**

- Alternated b/w managing others and working independently.
- Conceptualize and develop visual concepts for various mediums.
- Ideate new concepts for presentation and bring to life.
- Execute ads, mailers, banner concepts, tradeshow & more.
- Delivery of high quality work through high-stress timelines.

Additional  
Contracts

**TTI Floor Care // Package Designer**  
**Midan Marketing // Designer**  
**DraftFCB // Art Director**  
**Maddock Douglas // Art Director**

- Wore many hats on a daily basis.
- Balance multiple jobs with attention to detail.
- Play nice with others and maintain a positive outlook through tight deadlines.
- Work on new ways to better myself, our team and our process.