

# Brandon W. Mosley

GRAPHIC • PRINT • WEB DESIGN

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## Profile

Graphic designer with 8+ years of design experience, combined with unusually strong technical skills. Broad experience includes design, photography, web coding, and print production.

**PERSONAL TRAITS** • creative, organized, detail-oriented, practical, responsible, proactive, and eager to learn.

### PERFORMANCE REVIEW EXCERPTS

“ Brandon’s work is always **THOUGHTFUL** and **UNIQUELY CREATIVE**... highly **DETAIL-ORIENTED** and **ORGANIZED**... never misses deadlines... more than just a great **TEAM PLAYER**... Has clearly demonstrated strengths in having both **DESIGN** and **MANAGEMENT SKILLS**. ”

More reviews at [www.linkedin.com/in/brandonwmosley](http://www.linkedin.com/in/brandonwmosley)

## Awards

- American Package Design Award, Graphic Design USA, 2011  
*Connecticut College “Viewbox”*
- American Graphic Design Award, Graphic Design USA, 2010  
*“Brochures & Collateral,” Frank’s Place Bar*
- Advertising Club of Westchester, 38th Annual Big W Awards Gala, 2009  
*Gold: Non-Profit Website, PEPA ([www.pepany.com](http://www.pepany.com))*  
*Silver: Interactive/Social Media, Manhattanville College ([www.therichardbermanyears.com](http://www.therichardbermanyears.com))*
- University and College Designers Association Poster Project, 2008  
*Designed two posters featured in a campaign against campus violence.*

## Professional Experience

CONNECTICUT COLLEGE | NEW LONDON, CT ..... 2006–PRESENT  
Graphic Designer & Photo Editor (2011–Present) | Print / Web Designer (2006–2011)

- Design print, web, and email communications with an emphasis on admission marketing (≈25 annual projects). Design materials for 9 other departments (≈60 annual projects). Direct high-profile photo shoots; research, direct, and process photography for use in publications. Implement the college’s visual identity guidelines. Hire, schedule, and direct photographers and 4-6 interns. Provide editorial photography. Conduct design seminars.
  - Co-developed new institutional visual identity and wrote identity guidelines that resolved inconsistent image, created stronger visual cohesiveness, and enhanced media recognition.
  - Contributed to increase in student applications by improving quality of print communications through design, aligning print materials with environmental values, and establishing sub-brands.
  - Reduced annual production costs by \$8,000 in first year of tenure by introducing new publication formats, paper stocks, ink standards, and job bidding procedures.
  - Contributed to record-breaking increase in fundraising and admission goals by directing photographers who captured vitality of campus, resulting in stronger alumni/student response.
  - Established a centralized photo archive of 100,000+ images using metadata, resulting in a more robust image catalogue that improved the department’s efficiency.

## MANHATTANVILLE COLLEGE | PURCHASE, NY ..... 2004-2006

Design Coordinator, Junior Webmaster

- Designed/updated print publications for 10+ departments, including invitations, brochures, and other print marketing. Functioned as a Project Manager, directing freelance designers on selected initiatives. Provided design support to the Webmaster and constructed media press kits for the college President. Prepared printer quotes, negotiated bids, and coordinated print production as well as direct mail postage accounts. Managed inventory of publications.
  - **Spurred global recognition of the Manhattanville My Soldier program** through professional, contemporary design work that adapted to different audiences, with registrants emerging from all 50 states. Over 400,000 people joined the program, which reached 175,000+ military personnel.
  - **Enhanced alumni print communications** by introducing stock photography and new and compelling design techniques, resulting in an increase in alumni participation.
  - **Restructured problematic print production process.** Established production schedules and intermediate deadlines, which reduced margin of error and printing expenses.
  - **Established a job ticket system and image archives** that tracked progress, recorded job specifications, and reduced unnecessary research.

## MANJI DESIGNS | NEW LONDON, CT..... 1999-PRESENT

Graphic Design Consultant / Photographer

- Provide graphic design, web design, and photography for small businesses, design support for social media outlets, and marketing research/messages. Selected projects and clients include:
  - **Purchase Environmental Protective Association:** Designed new visual identity/stationery systems to reflect PEPA's environmental, modern and classic image. Improved the website user experience and content structure. Aligned print communications with the company's environmental values.
  - **Frank's Place Bar:** Played key role in 85% increase of customer attendance through build-out of custom website, social media pages, and email list database. Conducted marketing survey that helped to increase kitchen sales and event attendance.
  - **Doone Records, IZZ:** Designed print/web communications and packaging that established a cohesive visual brand and helped increase record sales by 57%.
  - **Westerly Schools Wrestling Program:** Designed print communications that helped to attract 140 additional applicants and increased audience viewership from ~5 in 2010 to ~130 in 2011.

*\*\* Prior position as Junior Web Developer / Affiliate Manager with EcomWorks \*\**

## Education & Credentials

Bachelor of Science in Computer Graphics and Fine Arts, Cum Laude Graduate  
Springfield College, Springfield, MA, 2004

Master's Degree Coursework in Integrated Marketing, Manhattanville College, Purchase, NY

## Technology Skills

*Proficient in Mac and Windows.*

**DESIGN:** Adobe Creative Suite (Photoshop, InDesign, Dreamweaver, Illustrator, Flash, Acrobat, Lightroom), Quark Xpress.

**WEB:** HTML 5, CSS 3, basic PHP, basic JavaScript, ActionScript 2

**MICROSOFT OFFICE:** Word, Excel, PowerPoint

**OTHER:** Digital photography, color correction, image retouching.