

# BARRON BIROS

design | marketing | branding

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barronbiros.com

## EDUCATION

### Georgia State University

BFA in Graphic Design

*Named to GSU Dean's List*

*8 consecutive semesters*

**Graduation Date**

May 2011

## EXPERTISE

### Adobe Creative Suite

After Effects

Dreamweaver | HTML | CSS

Flash

Illustrator

InDesign

Photoshop

### Video Editing Software

Final Cut Pro

## EXPERIENCE

### Schawk

*Art Director*

October 2013 | Present

Chicago, IL

- Design and direct a range of web, branding, and print projects for high-end direct selling products
- Elevate the Nutrilite brand to better align with other premium supplement brands by overseeing and executing the redesign of webpages, selling tools, and resource guides
- Work as part of an advanced planning team to concept integrated seasonal marketing campaigns for large retailers

### Follett

*Graphic Designer | Marketing*

May 2011 | March 2012 – August 2012 | October 2013

Oak Brook, IL

- Produced innovative marketing materials for various media including in-store signage, web banners, newspapers, billboards, and trade show graphics
- Successfully organized and implemented social media contests for Skyo to drive brand awareness
- Built display ads to A/B test traffic and conversion rates to skyo.com

### Fleishman-Hillard

*Graphic Design Intern*

March 2012 | August 2012

Chicago, IL

- Created campaigns, print collateral, and trade show graphics while keeping within strict branding guidelines
- Formatted multi-page RFPs for print and digital delivery

### Georgia State University

*Graphics Assistant*

July 2010 | May 2011

Atlanta, GA

- Designed and conceptualized original graphics for campus events
- Created, maintained, and released digital files for print

### Walt Disney World

*Attractions Host*

January 2007 | March 2011

Lake Buena Vista, FL

- Provided extensive customer service when interacting with guests in regards to the Walt Disney World Parks and Resorts
- Worked as part of a team to efficiently and safely operate a complex attraction

## EXPOSURE

### Follett Marketing Genius Competition

*2011 International Marketing Campaign*

1st Place | Spring 2011

### PromaxBDA Student Awards

*Print Category: Denim Typeface*

1st Place | Spring 2010

### Institute of Packaging Professionals

*48hr Repack: Smucker's Peanut Butter*

1st Place | Spring 2010