




DEREK BRANDENBURG

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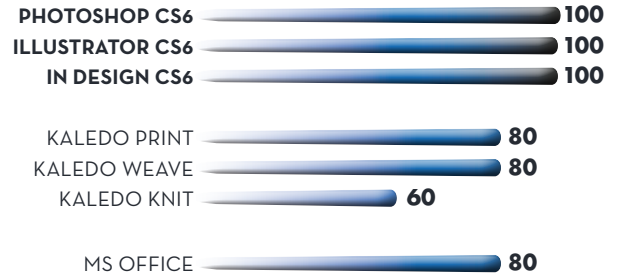
 Check out my portfolio at: rxdesign.us

A tenacious Graphic Artist & Textile Designer with 16 years in print & the apparel industries.

I've had the privilege to work with some amazing companies who's success has been the result of a unique recipe combining its internal culture, business practices, and design methodologies.

Quickly recognizing the importance of these recipes, I sought out to learn as much as possible, acquiring invaluable skills to help sure make creative visions become tangible, brand right artwork that translates and can be executed using industry proven techniques.

SKILLS



EXPERIENCE



FREELANCE DESIGNER | Sept '11 - Present Self Employed | Capistrano Beach, CA

- *Starting this business* as an outlet for unique design, and one-of-a-kind projects, I've *grown to my fulltime* occupation
- *Clients include:* JCPenny, Oakley, The Learning Annex, Terras Landscape, LUV Footwear, The Davinci Institute
- I've worked on projects:

- | | | | |
|--------------------------|------------------------|-----------------------|------------------------------|
| → Annual Reports | → Flyers & Posters | → Website Design | → Embroidery/Appliques |
| → Branding & Logo Design | → B2B Direct Mailings | → Trend Development | → Fabric prints (in repeat) |
| → Corporate ID Packages | → Catalogs/Page Layout | → Concept Design | → Y/D Stripes & Woven Plaids |
| → Invitations & Cards | → PowerPoint Design | → Screenprint Designs | → Full Assortment Colorways |

SR. TEXTILE & APPAREL GRAPHIC DESIGNER | Mar '08 - Aug '11 Abercrombie & Fitch | Columbus, OH

- Design surface pattern for men's & guy's knits *ensuring balance of proven volume driver's and trend forward* items
- *Create seasonal print, pattern, and color use* based on researched market trends, study runway shows, shop competitors, develop concepts *within category specific plan needs and present my work to cross-function team*
- *Manage & inspire design team of 3* to meet all calendar deadlines for Gilly Hicks brand embroideries & appliques

TEXTILE & APPAREL GRAPHIC ARTIST | Sept '06 - May '07 Kohl's Department Stores | Milwaukee, WI

- Develop innovative artwork that *strengthens kids brand* position and supports seasonal concepts
- *Estimate* art needs *based on planned sales projection*
- Create & manage artwork *calendar* to successfully *meet corporate deadlines*
- *Manage art departments* travel, sample/art purchases, and freelance *budget*

(Over)

TEXTILE AND GRAPHIC DESIGNER | Sept '03 - Sept '06

Target Corporation | Minneapolis, MN

- Design exciting, fresh looking fabric prints, yarn dyes, and placement graphics that *fulfills merchant's assortment strategies*, and can be *mass produced within tightly set IMU's* and retail price points
- *Elevate aesthetic taste* of Inf/Tod Boy Circo and Cherokee apparel by *taking calculated risks with art* styles and techniques that *reinforces* the unique attributes of *each brand* while not compromising their individuality
- *Negotiate* compromise between design, technical, merchants, and sourcing *cross-functional teams to force artwork newness* and oversee it's proper execution through production
- *Anticipate bottlenecks*, and hire freelance per needed to meet all calendar deadlines
- Active participant on *several committees to brainstorm efficiencies and streamline graphics process*

ARTWORK CREATIVE MANAGER | Sept '02 - May '03

ARTWORK OPERATIONS MANAGER | Sept '01 - Sept '02

GRAPHIC DESIGNER | Sept '00 - Sept '01

OshKosh B'Gosh | Oshkosh, WI

- Assessed art department workflow, and *created position of Artwork Operations Manager to streamline and standardize artwork processes assuming responsibility for all artwork calendar deadlines*
- *Domestic & International travel* to assess contractor capabilities and *ensure perfect sales samples*
- *Collaborate* on-press with *screenprint machine operators to problem solve and create new techniques*
- *Manage and Inspire artist teams* of 3 Infant/Toddler designers, and the operations of the full team of 10
- Hire and direct freelance per needed to *guarantee success for calendar due dates*
- *Creative research* through travel, shop competitive markets, and explore cultural resources *outside apparel markets* (i.e. Museums, architecture, & social events)
- *Approve artwork* strike-off's for technique correctness, color and quality
- *Create artwork*; fabric prints, placement art and fashion trim

GRAPHIC DESIGNER | Oct '98 - Sept '00

Archetype Group Inc. | Green Bay, WI

- Project work from concept, design, photo direction, production, and pre-press
- *Practice strategies in brand identity* development
- Office administrator; *project management techniques*



EDUCATION

UNIVERSITY WISCONSIN GREEN BAY

BA: Communication Arts Graphic Design

- Courses include: Design Methods, Graphic Design studios, Drawing studios

BA: Urban/Regional Studies Environmental Design

- Courses include: City in it's Regional Context, City Through Time and Space, Transportation in the City, Environmental Design Studios I-IV, Environmental Planning