

# Justin Parson

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## Creative

Over 20 years experience creating everything from logos, branding and television advertising to consumer product design, packaging and corporate event set design.

### QUALIFICATIONS

- Creative, quick thinking, efficient, even-tempered and easy to get along with. Never runs with scissors.
- Comprehensive knowledge of Adobe Illustrator, Photoshop and InDesign.
- Proficient in Rhino and SketchUp 3D software. Experienced in 3D printing and prototyping.

### EXPERIENCE

- Dei Rossi Marketing - McKinney TX. 2013 to Present.  
*Art Director and de facto Creative Director*  
*Art direction, packaging, apparel and product design.*
  - Create completely custom high end promotional products, apparel and accessories.
  - Communicate directly with domestic and overseas manufacturers.
  - Process the monthly art department billing of the company's independent sales reps.
  - Manage the design team.
- Woodstream Corp. (formerly Iron Stop) - Denton TX. 2009 to 2013.  
*Creative Director and Product Manager*  
*Art direction, product design, retail display design and product management.*
  - Created and designed the products, packaging and retail displays that were instrumental in growing sales from \$6M in 2009 to over \$20M in 2012.
  - Increased sales 200% after redesigning Iron Stop's product display at Sam's Club.
  - Managed all creative aspects of the Iron Stop brand of outdoor decor.
  - Managed the design team and oversaw production to ensure quality.
- Dr Pepper Snapple Group - Plano TX. 2006 to 2009.  
*Designer*  
As part of two in-house creative agencies. Schawk, Inc. - 2006 to 2007 and Group360 - 2007 to 2009  
*Packaging and in-store displays.*
  - Created the style for the Sunkist 2007 & 2008 NCAA Basketball in-store promotions.
  - Designed the nationally distributed 2010 Halloween 8oz "shorty" cans for A&W, 7UP & Sunkist.
- AMS Production Group - Dallas TX. 2002 to 2006.  
*Associate Art Director*  
*Table-top food art direction and graphic design.*
  - Art directed over 1,000 price item TV spots for Albertsons.
  - Co-art directed three feature length documentaries.
- Taylor West Advertising - San Antonio TX. 2002. • Mad Ads Advertising - Los Angeles CA. 2001.
- Freelance designer - 1992 to Present

### RECOGNITIONS

Gold Reggie for Frito-Lay Baby Horton Reintroduction Promotion, Communicator Awards Honorable Mention for Frito-Lay Sensible Snacks POP display, Art Center Scholarship, Ricks College Scholarships, Eagle Scout.

### A FEW PAST CLIENTS

Albertsons, Church's Chicken, Dr Pepper Snapple Group, Frito-Lay, The Hong Kong Tourist Board, IBC Bank, IBM-Tivoli, JCPenney, Kroger, MetroPCS, North Texas Soccer, Oncor, The Patrón Spirits Company, Pizza Hut, The Scooter Store, Texas Education Agency.

### EDUCATION

- Art Center College of Design, Pasadena CA. Bachelor of Fine Arts, Advertising.
- Brigham Young University - Idaho, Rexburg ID. (formerly Ricks College) Associate of Arts, Graphic Design.