



## SANDON SPALDING

Advertising | Graphic Design | Web

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### OUTLOOK

With over 6 years experience working in visual design, I approach each new step in my career as an adventure and a chance to learn something new. The opportunities I've experienced have given me a unique perspective on designing and marketing to consumers in print and online. As more brands move their marketing focus online, I have aligned my career goals to stay current on emerging digital trends. Since graduating in 2009 from The Art Institute of Dallas, I have taught myself to code and to design for the web. Along the way, I've been able to learn skills from other parts of the design industry, such as motion graphics and editing. I strive to grow my skill set along with my experience in the industry to create new and interesting ways to communicate through visuals.

### EDUCATION

**The Art Institute of Dallas**, Dallas, TX

Bachelor of Fine Arts degree in Advertising Design, December 2009

Graduated with Outstanding Portfolio in Advertising for Fall 2009. Won multiple scholarships from high school portfolio competitions to attend The Art Institute of Dallas.

### SKILLS

- Proficient in both Windows & Mac platforms
- Proficient in Adobe Creative Suite 6 and Creative Cloud
- 4 Years experience working on website and online advertising
- Proficient in coding languages such as HTML5 & CSS3
- Experienced creating banner ads and animations in Flash with ActionScript
- Experienced in using CMS such as Wordpress
- Working knowledge of video and motion graphics and 3D modeling
- Experienced at working with multinational Fortune 500 brands
- Comfortable in a fast paced, agency style environment

## EMPLOYMENT EXPERIENCE

### FULL TIME, IN-HOUSE

**TPN**, Dallas, TX (July 2011-Present)

Art Director - Tropicana, Cricket Wireless, The Hershey's Company

Work across multiple accounts creating print material, package design, trade show design, point of sale displays, and print/digital advertisements. Worked on national programs that included online advertising and motion graphics.

**Zeilinski Design Associates**, Dallas, TX (2011)

Designer

Designed and maintained websites for clients. Crafted product packaging design for clients such as Sally Beauty. Worked on print advertising and marketing pieces for local businesses.

**AutoRevo**, Dallas, TX (2010-2011)

Designer

Designed and executed websites for local and national car dealerships. Designed sites with AutoRevo's custom CMS. Created marketing collateral for clients as well as AutoRevo corporate to increase sales and productivity for AutoRevo's core products.

**GripNStay**, Dallas, TX (2009-2011)

Art Director

Created promotional items for Fortune 500 companies. Designed online and print advertisements for clients and GripNStay corporate.

### FREELANCE, OFF-SITE

**JAMESNET**, Dallas, TX

Digital Media

Work with owner of JAMESNET to create websites and social media page for clients such as Empire Baking Company, LOCAL, and other local business and restaurants.

**Daly Travel**, Dallas, TX

Digital Media

Client needed website refresh. I created new, fully responsive website that had more functionality than previous site. I continue to manage and update website with any new requests from client.

**The Pour House**, Fort Worth & Dallas, TX

Print, Digital, Social Media

Create event and promotional posters for display in restaurants. Created new branding for both restaurants, including logo design, website design, and marketing collateral. Create print advertisements for local newspapers and magazines. Manage social media pages for Pour House Dallas.

**NTARuPT**, Dallas, TX

Digital Media

NTARuPT, a teen pregnancy prevention nonprofit in the Dallas area, needed a website design to go along with the new nonprofit's social media pages. I created and continue to manage the new website.