



SANDON SPALDING

ART DIRECTOR

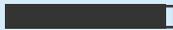
PROFILE

About Me

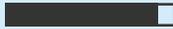
With over 8 years experience working in visual design, I approach each new step in my career as an adventure in growing my mastery of design. The opportunities I've experienced have given me a unique perspective on designing and marketing to consumers in print and online. As more brands move their marketing 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 video editing. I strive to grow my skill set along with new industry trends so that I can become a better storyteller for my clients.

TECHNICAL SKILLS

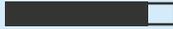
IMAGE EDIT/CREATION



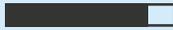
PHOTOSHOP/ILLUSTRATOR
PRINT LAYOUT



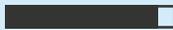
INDESIGN
VIDEO/MOTION GFX



PREMIER PRO / AFTER EFFECTS
HTML ANIMATION



GOOGLE WEB DESIGNER / ANIMATE
GMS



WORDPRESS, SQUARESPACE,
DORF EXPERIENCE MANAGER

EDUCATION

OUTSTANDING PORTFOLIO
Awarded for class of 2009

BFA, ADVERTISING DESIGN
Art Institute of Dallas | 2006 - 2009

EXPERTISE

*Retail Marketing
Web Design
Agency Experience
Content Creation
Motion Graphics
Print layout / production
Video Editing
Branding*

RELEVANT EXPERIENCE

PRESENT

DIGITAL ART DIRECTOR | TPN

CLIENTS INCLUDE: Tropicana, Cricket Wireless, The Hershey Company

from July 2011

Work across multiple accounts creating retail promotional material, package design, trade show and point of sale displays, as well as print/digital advertisements. My expertise within my teams includes digital advertisement concepting and production, web design and motion graphics. Won multiple awards for my clients including a Gold Shopper Marketing Effie.

PRESENT

FREELANCE DESIGNER | VARIOUS COMPANIES

CLIENTS INCLUDE: LOCAL, FANCY CAKES BY LAUREN, ON THE ROCKS COCKTAILS, PHD

from Feb 2009

I've built a reputation within the restaurant and events industries of Dallas-Fort Worth as a go-to graphic and web designer. I have created new brand visuals and style guides for top restaurants and small businesses. I also design and maintain websites and social media accounts for many of my clients. My reputation has been built on word-of-mouth and continues to grow as I take on larger projects for my clients.

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