



# SANDON SPALDING

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SANDONSPALDING.com   
DALLAS, TEXAS 

ART DIRECTION | WEB DESIGN | UI/UX

## ABOUT ME

With over 10 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.

## EXPERIENCE

RETAIL MARKETING // WEB DESIGN // AGENCY EXPERIENCE // IN-HOUSE EXPERIENCE // CONTENT CREATION // MOTION GRAPHICS // PRINT LAYOUT & PRODUCTION // VIDEO EDITING // BRANDING // HUMAN-COMPUTER INTERACTION // USER-EXPERIENCE

## RELEVANT EXPERIENCE

### SENIOR ART DIRECTOR // TPN 2012 - PRESENT

**CLIENTS INCLUDE:** Tropicana, Cricket Wireless, The Hershey Company

Worked 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, UI, and motion graphics. Won multiple awards for my clients including a Gold Shopper Marketing Effie, 1 Gold TELLY award, and 3 Silver TELLY awards.

### FREELANCE DESIGNER // VARIOUS COMPANIES

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

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 more projects for my clients.

## EDUCATION

### BFA ADVERTISING DESIGN // THE ART INSTITUTE OF DALLAS 2006 - 2009






Awarded OUTSTANDING PORTFOLIO for my graduating class

## REFERENCES

**DARCI RATLIFF**  
CREATIVE DIRECTOR  
T: (917) 698-3497

**SAMANTHA ANGELES**  
ART DIRECTOR  
T: (858) 945-6845

## EXPERTISE

IMAGE EDITING   
CONTENT CREATION   
PRINT LAYOUT   
VIDEO/MOTION GFX   
FRONT-END CODE   
UI/UX 