

# BRIAN WEST

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## **EXPERIENCE** The Company Store, Hanover Direct Inc., Weehawken, NJ

[2000-Present]

*Senior  
Graphic Designer*

- Lead designer in production of two full-color monthly catalogs: The Company Store® and Company Kids®.
- Collaborate with buyers to design The Company Store® packaging for new bath product line.
- Create and illustrate Company Kids® “superhero” characters for new kid’s bedding.
- Departmental liaison with corporate vendors.
- Designed promotional ads and marketing materials to encourage sales with customers.
- Collaborate with internal departments to insure catalog accuracy.
- Supervised and trained freelancers on internal design process on catalog production.
- Designed The Company Store®/Company Kids® credit card and corresponding inserts.
- Design splash pages, web banners, e-mail blasts and managed web content for [thecompanystore.com](http://thecompanystore.com) and [companykids.com](http://companykids.com).
- Reduced costs over 80% with personal retouching and image manipulation.
- Developed and implemented a CMYK color swatch library to reduce color separator costs.

[1997-2000]

*Designer*

### **H. George Caspari, New York, NY**

- Illustrated instructions and created die-cut cards, gift wrap, and other accessories.
- Conducted press-checks and oversaw production of catalog.
- Created numerous brochures for national and European distribution.
- Designed and created comprehensives for sales presentations.
- Extensive scanning, retouching, and color correction.

### *Freelance*

[2007]

#### **The Murderers’ Accordion**

- Art direction and design of packaging for recently released music CD “The Heart Wants”.

[2006]

#### **Comprehensive Neuroscience, Inc.**

- Created various promotional and marketing pieces highlighting various doctors and programs.

[2006]

#### **Saint Michael’s School**

- Designed a marketing/admissions folder for prospective new students.

[2005]

#### **Greenridge Investment Advisors, LLC.**

- Redesigned corporate identity and created press kit including folder, booklet, and one pagers.

[2004-2007]

#### **Republicans for Township Committee**

- Worked on four separate campaigns: Donovan & Plick ‘04, Plick & Puhak ‘05, Robinson ‘06 and Smith & Garcia ‘07. Designed logos, banners, bumper stickers, ads, and brochures.

Other clients include: TermiCare Pest Control, Tirelabs, The Rittenhouse Group, Fetch-A-Flick, Cornell University, SYNARC, DHC Consulting, LLC. and Collegiate Sprint Football League.

*Various illustration and fine art commissions.*

## **EDUCATION**

Cornell University, College of Architecture, Art, and Planning

Bachelor of Fine Arts Degree ‘97

Additional coursework at School of Visual Arts, New York, NY and Pratt, New York, NY

## **SPECIAL SKILLS**

Adobe Creative Suite 2 (InDesign, Photoshop, Illustrator; Fireworks, ImageReady, Dreamweaver, Acrobat), Microsoft Office, QuarkXpress, Corel Painter, HTML, CSS