



www.drewlarge.com

www.linkedin.com/in/drewlarge

info@andrewlargearts.com

360.204.1990

Ellensburg, WA

CAREER SUMMARY

Multimedia Expert with 11 years of cumulative knowledge in graphic design, photography, art direction, and mainstream software. Tackles all projects with a creative attitude and dedication towards client satisfaction. Consistent attention to detail, always exceeding expectations to discover innovative design solutions.

TOOLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

LIGHTROOM

CAMERA RAW

MS PUBLISHER

WIX

SKILLS

BRAND CREATION

GRAPHIC + WEB DESIGN

DIGITAL PHOTOGRAPHY

PHOTO RETOUCH + EDITING

SCREEN + MONO PRINTING

SKETCHING / DRAWING

DOCUMENT FORMATTING

EDUCATION

THE UNIVERSITY OF WASHINGTON | CLASS OF 2016

BFA • Photomedia BA • Interdisciplinary Visual Arts

WORK EXPERIENCE

HOOD CANAL GRAND COTTAGE - ART DIRECTOR

- Spearheaded creative marketing direction jumpstarting one of the highest income producing vacation rentals on Kitsap Peninsula, with 70+ five-star traveler reviews.
- Boosted customer bookings by 83% after developing a 10 section company website.
- Worked with client to create graphic design collateral appropriate for targeted demographic, including brochures, business cards, letterhead, informational/way-finding signage, email blasts to 440 subscribers/interests, apparel, and social posts.
- Utilized photography and video skills coupled with editing techniques to ensure high quality content for website and social media outlets.

BRYANS MEAT COMPANY - DESIGNER + PHOTOGRAPHER

- Leveraged rebranding expertise to enhance client business expansion goals.
- Developed and presented new logo reflecting client's rebranding vision.
- Created a 6 section company website driving 1,000+ visitors every 3 months, generating 2-3 new subscribers a week.
- Established brand guidelines to streamline visual identity for print/digital deliverables.
- Conceptualized fresh directions for posters, business cards, vouchers, apparel and large format signage.
- Coined and inaugurated catchy/informative company phrases stimulating product, service and brand recognition.
- Revamped the visual direction for business Facebook page, taking the company to 680+ followers.

DILLANOS COFFEE ROASTERS - GRAPHIC DESIGNER

- Prepared and executed the following clientele projects; logo, brand guidelines, menu boards, business/stamp cards, screen-print apparel, labels and large signage.
- Assisted startup coffee clients with brand direction by laying out detailed proposals from concept development, design iteration, presentation to finalization.
- Sustained clear communication with project collaborators by proofing and making edits when changes were requested until completion.

CENTRAL STAGE THEATRE - PRINT + WEB DESIGNER

- Organized massive redesign project to update and streamline client branding.
- Collaborated with the Executive Director to establish direction for web/print collateral.
- Assembled a 31 section website, increasing site visits to 2,300 every 3 months.
- Trained new web management on proper techniques and best practices to ensure industry standards are maintained.
- Surpassed client's expectations and donated a large poster project to the organization.

UW ALUMNI ASSOCIATION - PHOTOGRAPHER

- Collaborated with Editor and Art Director to establish the creative direction for all onsite photography assignments.
- Organized shoot locations to photograph featured alumni/staff for magazine issues.
- Enhanced and prepared images to reflect guidelines and industry standards.
- Maintained a strategic work flow system always meeting project deadlines on time.

TURNKEY VACATION RENTALS - REAL ESTATE PHOTOGRAPHER

- Improved visual appeal of real estate projects ensuring proper perspectives of interior and exterior features when photographing each property.
- Enhanced images using editing techniques to create accurate/realistic representations of the spaces photographed for each rental property.
- Corresponded promptly to all project requests for print and web based advertising.