CONTACT

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- 978.942.8752
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- www.behance.net/BrianLoiselle
- bsky.app/profile/brianloiselle.com

EDUCATION

Bachelor of Fine Arts in
Graphic Design
University of Massachusetts,
Dartmouth
1999-2003

Relevant Coursework
Typography, Design Theory,
Motion Graphics, Electronic Imaging, Web
Design, Photography, Life and Structure
Drawing

SKILLS

Adobe Creative Cloud
- Photoshop
- InDesign
- Dreamweaver
- Illustrator
- Animate
- Premiere

Web Development
- HTML, CSS, JS
- UX/UI Development/Design
- ADA Compliance
- Figma
- Wordpress
- Email Marketing/Constant Contact

Print Production
- Offset Printing
- Large Format Printing
- Variable Data Printing
- Screen Printing
- Heat Transfer
- Specialty Items

Microsoft Office/365
- Word
- Powerpoint
- Excel

Asset Management
Project Management Software

INTRODUCTION

An innovative professional with extensive experience in Design (Print and Web), Front End Development and Marketing; I'm looking to re-enter the work force after leaving due to burnout and a desire for more learning and growth.

I am a detail oriented, creative, multi-tasker who highly values accountability and work ethic. Able to translate business goals into creative solutions while maintaining tight and hectic deadlines.

I am hoping to find a home where I can develop strong interpersonal and client relationships, and look to foster environments where I can both contribute to, and learn from, my team/coworkers, even when working independently.

SKILLS SUMMARY

Over 17 years of:
- Design experience, working on projects for clients like: L.L.Bean, ChicosFAS, Dana-Farber Cancer Institute, Johns Hopkins, Houston Methodist, Doctors Without Borders, and MassMutual
- Front end website development for both clients and my employers
- Brand development, review and enforcement experience, for both my clients and employers, across multiple work places.
- Presentation and pitch work, creating everything from sales supports and presentation templates to pre-production television/film pitches
- Physical print production experience, ranging from screen print production to specialty item printing

RECENT CERTIFICATES AND TRAINING

2024
Udemy:
- Ultimate Photoshop Training: From Beginner to Pro 2024 + AI
- Complete Digital painting with Krita 5.0
  - Digital painting with Krita 5.0 for beginners
  - Digital painting with Krita 5.0 intermediate level
  - Digital painting with Krita 5.0 advanced level

2023
Coursera/Google Certification:
- Conduct UX Research and Test Early Concepts [Figma]
- Build Wireframes and Low-Fidelity Prototypes [Figma]
- Foundations of User Experience (UX) Design
- UX Design Process: Empathize, Define, and Ideate
Udemy:
- Complete Figma Megacourse: UI/UX Design Beginner to Expert
- Clickup - The Complete Beginners Guide
- Clickup - The Intermediate to Advanced Training Course

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RELEVANT WORK EXPERIENCE

Senior Graphic Designer/Web Developer at Buyer Advertising (buyerads.com)
2016-2022
- Lead design and front end development for websites, advertising, and marketing initiatives for clients (MassMutual, L.L.Bean, Red Lobster, Johns Hopkins, etc.).
- Overhauled all online branding,identity, and supports for Buyer's sales team.
- Lead the design and front end development of the company's key market products, including their industry leading "TalentEngine".
- Responsible for clearing multiple large scale external compliance reviews and audits for clients, from groups like Allyant/Accessible360 and DAC.

Graphic Designer/Production Designer at Globe Direct (Boston Globe)
2015-2016
- Created print and digital assets for clients (Renewals by Andersen, Boston Globe, etc) in-line with existing style guides and brand/identity guidelines.
- Created advertising, marketing supports, booth materials, and illustrations for Globe Direct and Boston Globe sales teams.
- Designing mailers, print advertisement, promotional items, billing templates, specialty print services and circulars on very tight deadlines.

Graphic Designer/Web Developer/Production Artist (Freelance/Contractor)
2013-2016
- Developed pitches and marketing supports for multiple startups (Project Lean Nation, eZip).
- Learned extensive physical production, including: promo creation, heat transfer, sublimation, screen printing, variable data printing, large format printing and installation and print production management for clients (Irrational Games, Kings, several medical/bio/tech companies).

Design Head/Lead Designer at Echo Bridge Entertainment, LLC
2005-2013
- Responsible for asset creation, management, delivery and sales supports for an international catalog of over 11,000 titles (*Degrassi: The Next Generation*, *Trailer Park Boys*, *Due South*, *My Life in Ruins*).
- Designing and maintaining all pitch and presale presentations and proposals for films in production and pre-production.
- Responsible for all corporate/international collateral, in particular both and trade show collateral (Toronto International Film Festival, Cannes, MIP).
- Lead the design overhaul for both Echo Bridge and AACTV (Alliance Atlantis) websites/social media after the library acquisition.

Americorps VISTA
2003-2004
Served for a year in the New Bedford/North Dartmouth region doing grant work, recruiting, tutoring, mentorship and fund raising programs and social service initiatives.