

Experience

Freelance/Independent Charlotte, NC

Art Director, Designer, & Creative Consultant 2002–Present

Although I had been accepting random freelance projects immediately following my graduation, it wasn't until 2002 that I seriously began pursuing independent projects. I work for an interesting spectrum of both domestic and international clients, agencies, and industries. Project types include logo & visual branding design, iconography, book layout & cover design, interactive/UX design, poster design, and other digital, print, & illustration work.

Studiobanks Charlotte, NC

Senior Interactive Designer 2010–2011

Concepting, design, and UI strategy for a variety of interactive projects across desktop and mobile platforms. Clients whom I served include Allen Tate, the American Advertising Federation, Bojangles', Discovery Place, Hendrick Motorsports, and Lowe's Foods.

Billy Graham Evangelistic Association Charlotte, NC

Senior Designer 2006–2009

Created, managed, and maintained many of the organization's visual brands from concept through delivery, for multiple events and divisions; including many Festivals and Celebrations, their affiliated mini-events, as well as building and expanding the *Dare to be a Daniel* brand and collateral.

Idea Giant Wheeling, WV

Art Director 2002

Managed a small design team at this ten-person advertising agency. Worked on a variety of branding projects in both analog and digital mediums. Although my stay at Idea Giant was brief, one of the founding two partners remains to be a consistent (and a favorite) freelance client of mine.

Weaver Media Group Steubenville, OH

Art Director 2000–2002

Within six months of starting my tenure as a Senior Designer, I was promoted to Art Director. Weaver Media Group was an advertising agency which served the Ohio River region just west of Pittsburgh, Pennsylvania. While mostly working in branding and print, this is the position where I really started to get my feet wet in building interactive projects.

Oakbridge Academy Of Arts Pittsburgh, PA

Graphic Designer & Admissions Representative 1999–2000

On behalf of my alma mater, I travelled western Pennsylvania, speaking with high school art classes about the possibilities to be found in pursuing careers (and education) in design. In this dual position, I also served as graphic designer for the art school. Most of my design work consisted of print collateral for events (flyers, brochures, signage, etc.), and I used my on-screen class presentations as opportunities to experiment with Flash animation and interactivity. Immediately following my year as Admissions Representative, the small school welcomed the largest class of newly registered students in their history, mostly consisting of the high school students whom I had the pleasure of meeting during my talks.

Pennant Brand Pittsburgh, PA

Graphic Designer 1997–1999

I was one of two in-house designers for this small apparel company, which produced vintage-styled clothing to US golf and country clubs. Most of my time was spent building screenprinted and embroidered designs for the clothing (under direction of Pennant's Creative Director), though I also worked on promotional items, such as the product catalog, mailers, and other print collateral.

Education

Oakbridge Academy of Arts Pittsburgh, PA

AST Graphic Design 1997–1998

Skills & Proficiency

Accomplished graphic designer with experience in branding, interactive, & print design. Special interest in brand design and strategy, logo design, interactive experiences, iconography, and editorial illustration. Experience in directing and managing creative teams and projects.

Advanced Mac & Windows software knowledge including:

Adobe Creative Suite (Fireworks, Flash, Dreamweaver, Illustrator, InDesign, Photoshop), Apple Final Cut Pro, Apple iLife & iWork, Panic Coda, Font Management Software, FTP Software, Microsoft Office, and Quark XPress.

Familiar with HTML & CSS. Experience with JavaScript, jQuery, PHP, and Actionscript.

Awards & Recognition

ADDY Gold Award Charlotte, NC

Studiobanks Holiday Mini Site (Site Designer) 2011

ADDY Silver Award Charlotte, NC

Varrow Website (Iconography Designer) 2011

American Graphic Design Award USA

Dare to be a Daniel, Student Field Manual 2008

President's Award Pittsburgh, PA

Oakbridge Academy of Arts 1998

My work has been spotlighted on design blogs/sites such as Swissmiss, Design for Mankind, Think Design Blog, and others.

My portfolio site was a featured example in Ian Clazie's 2010 book: *Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work Online*, published by F+W Media.

Since 2007, I have curated my design blog, *Hello Bauldoff*, where I share artistic, scientific, and technological discoveries that grab my attention. The blog has become modestly popular, nearing 17,000 Tumblr followers (as of August 2011), and drawing even more Internet readers from all over the globe. I broaden this public familiarity by interacting with readers, followers, and industry peers through my Twitter account.