

PHILLIP BAREFOOT DESIGNER

PROFILE

Privileged to achieve design goals both personally and professionally, my career focuses on uncovering and capitalizing upon unique selling points in diverse products/services. Delivering projects on time and within budget does not diminish the quality or intensity that drives my “getting it right” work ethic. As an effective part of a team, I am able to meet my highest degree of successful creativity. Making a difference to others through design drives my work and turns making a living into a way of life.

ABOUT ME

- Experienced designer with a passion for creating unique attention grabbing visual images that are distinguished from the run of the mill graphics
- Efficient worker that produces high quality graphics within tight timelines and budgets
- Quick to learn new software and skills needed for new responsibilities
- Effective team coordinator for projects related to business process mapping, standards, and acquisitions
- Flexible to the changing needs of the market and fluctuating job expectations
- Coordinates well with merchandisers, brand managers, creative and production teams, photographers, and printers
- Brings a keen sense of design and detail to every project
- Honest, diligent, and respectful of others

CONTACT

Email: phillip@gobarefootdesign.com

Portfolio: GoBarefootDesign.com

REFERENCES

Upon request

Letter of recommendation is attached

SUMMARY OF QUALIFICATIONS

Highly creative designer who combines art direction, multimedia experience, and graphic concepts with messaging to deliver effective marketing for diverse products/services.

ACCOMPLISHMENTS

- Awarded Insider Marketing's highest honor; Brand Champion.
- Created animations for PFSweb's new "iCommerce". PFSweb's President, Mike Willoughby, commented about my work: "the execution was impeccable".
- Completely redesigned website for intranet of Mary Kay Cosmetic's Creative Services' department which resulted in a stronger brand identity for the company.
- Streamlined in-house graphic production process for House of Pain which resulted in a 600% increase in company sales.

EMPLOYMENT

March 2013 - January 2017

Senior Graphic Designer, Insider Marketing, Inc. - Dallas, TX

Developed mobile app training, eLearning modules, graphics for brand identity, email marketing, Incentive programs, and promotions.

- Responsible for the UI/UX design and created content for a Samsung mobile app.
- Created eLearning modules of Samsung devices for retailers.
- Designed and created graphics for Insider's clients.
- Built emails, worked on web simulators, print/web/interactive graphics.

March 2012 - January 2013

Multimedia Designer, PFSweb, Inc. - Allen, TX

Created a corporate university for PFSweb

- Built engaging, interactive, virtual classes by using video, audio, animation and graphics
- Responsible for marketing for the PFSweb University
- Worked with the team to set standards for the University
- Served as Acquisitions Officer
- Developed business process mapping in an Agile Project Management environment

November 2003 - Present

Creative Director/Owner, Barefoot Design - Royse City, TX

Routinely deliver multiple quality designs within tight time frames to meet individual client needs.

- Design assignments include corporate brochures, catalogs, and marketing materials
- Freelance art direction for global and national companies. These include UI/UX design, eLearning modules, offset print design, logo design, website design, and package design.
- Design projects for individual clients requiring strong attention to detail and flexibility.

EMPLOYMENT

July 2008 - December 2010

Art Director, Threshold Group - Rockwall, TX

Creative direction, design and prepress for local graphic/marketing company.

- Responsible for design, photo art direction, and production including: screen print design, offset printing design, pad print design, ad design, logo design, and package design.
- Efficiently multi-tasked to produce print-ready designs for urgent customer need

September 2006 - July 2008

Art Director, House of Pain - Fate, TX

Creative direction, design, and prepress for regional company.

- Responsible for photo art direction, shirt design, and production which included: screen print design, offset printing design, pad print design, ad design, logo design, and package design.
- Completely redesigned catalog and website to develop a cohesive identity for the company.

May 2002 - October 2003

Video Production Contractor, Mary Kay Cosmetics, Inc. - Dallas, TX

- Responsible for image correction, DVD production/testing, and Event coordination.
- Transported video editing equipment from MK Headquarters to the Dallas Convention Center. During the 2002 and 2003 Seminars, my work in delivering and assisting with daily transfer of video feed made the task more efficient and reduced the cost to MK Corp by 50%.
- Collaborated with Creative Services Department on video/print design projects for MK Corp advertisement campaigns.

Summers 1999 - 2001

Designer/Photographer Coordinator Assistant, Mary Kay Cosmetics, Inc. - Dallas, TX

- Responsible for website design, print design, photo shoot coordinator, and photo proofing.
- Redesigned intranet site for MK Corp's Creative Services Department's website.
- Assisted with video shoots in preparation for MK Corp advertisement campaigns.

SKILLS

Software

Adobe Suite, Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Premiere, Acrobat, Captivate, Articulate Storyline 2, Articulate Studio, Director, Authorware, Corel Draw, FastFilms, Cinema 4D, Sony Sound Forge, MS Office, MS PowerPoint, MS OneNote, MS SharePoint

Technical Skills

Mac and PC, UI and UX design, eLearning, App content development, HTML, HTML5, CSS, JavaScript, Typography, Offset print design, Logo design, Email design, Web design, Multimedia, 2D & 3D Animation, Modeling, Screen print design, Package design, Video production

EDUCATION

Associates Degree - Multimedia, Collin County Community College (AGDT)

Certificates - Web Design and Animation, Collin County Community College (AGDT)

To Whom It May Concern:



It is my immense pleasure to recommend Phillip Barefoot for hire.

Over his four years of employment with our organization, Phillip proved invaluable. His tenacity in working through complex projects, his eye for detail in the production of excellent work and his affable personality contributed to his success throughout the years.

Consistently demonstrating our company's core values of service, excellence, fiscal responsibility, adaptability and enthusiastic engagement, Phillip was awarded one of company's highest honors as a Brand Champion.

Trusted, loyal employees are difficult to find, as are critical thinkers. In Phillip you find these two unique and important attributes in one talented individual.

Congratulations, if you are so fortunate to have him join your team. He's the best.

Kind regards,

A handwritten signature in black ink that reads "Ellen Miller". The signature is fluid and cursive, with a large loop at the end.

Ellen Miller
Founder and CEO (retired)
Insider Marketing, Inc.