

# c u r t M A S B R U C H

262.644.1354 design@bfsdesign.com LinkedIn

Graphic Designer

Well rounded individual, who is confident in doing art direction, design and production in a variety of mediums. Hard working, highly creative, multi-talented **Graphic Designer** with extensive experience in advertising and marketing design. A dynamic team player with exceptional collaborative and interpersonal skills in client and vendor relations and negotiations. Accustomed to performing in deadline-driven environments, managing multiple projects and working within budget requirements, all while maintaining a passion for inventive solutions to marketing and design strategies.

## ESSENTIALS

- Business-to-business, business-to-consumer and corporate communications advertising & marketing.
- Analysis of client needs and criteria, generating unique and imaginative designs and concepts.
- Quote, budget and manage multiple projects from concept to delivery.
- Identity development, print advertising, packaging, web design, sales collateral and promotional materials.
- Digital image manipulation, color correction, editing and restoration.
- Creating and manipulating vector based graphics.

## EXPERTISE

- Design: print, packaging, catalog, POS, web, branding, logo identity
- Marketing: marketing planning, brand strategy, mail campaigns
- Management: project management, creative direction, art direction
- Technology: solid understanding of latest layout & design software for the current environment.



## EDUCATION

**MIAD-Milwaukee Institute of Art & Design – Milwaukee, WI**

**Degree:** Bachelor of Fine Arts (BFA),  
Graphic Design/Communication Design

## EXPERIENCE

### 11/2011 – Present Creative Circle

*Freelance Pre-press Image Specialist*

Contracted to prepare e-commerce images for Creative Circle's client, The Bon-Ton Stores, Inc. Follow client's exact standards and guidelines to retouch, knock-out and manipulate hundreds of images per week meeting strict deadlines.

### 10/1995 – Present Bullfrog Studios d/b/a

*Freelance, Contract, Independent, Self-Employed Graphic Designer*

Successfully collaborate with clients to coordinate, develop and manage graphic design projects from concept through final production. Create and conduct sales and marketing presentations. Coordinate with all vendor sources to meet completion deadlines. Manage all operational, strategic, financial, quote/bid and administrative functions. **Some current clients include:**

**American Building Restoration Product, Inc.**—Work hand-in-hand with the owners to fully revamp their identity, giving them new credibility in the marketplace and a more competitive presence amongst the competition.  
**Projects:** Logo Identity, Packaging, Advertising, Catalog, Direct Mail, and POS.

**Empathia, Inc.**—Concept, design and produce quarterly promotions, specific to their LifeMatters® service line, that delivers clear and concise messaging while maintaining the brands broad base corporate functionality.  
**Projects:** Advertising & Marketing, Direct Mail and Photo Manipulation.

**Bast-Durbin, Inc.**—Collaborate with the owners to create advertising and marketing materials that connect their manufacturing clients to the consumer with fresh, new approaches that break the industry standards.  
**Projects:** Advertising & Marketing, Catalog, Direct Mail, Packaging, Publication, Photo Retouching & Photo Manipulation.

### 10/1994 – 10/1995 Kalmbach Publishing Company

*Graphic Designer*

While working within the in-house marketing department, executed advertising and marketing designs promoting 16 different publications. Coordinated and directed photo shoots with photography studios. Conceptualized and designed assigned projects for delivery to pre-press, meeting all established deadlines.

## EXAMPLES

PROJECT SAMPLES AVAILABLE AT [BFSDESIGN.COM](http://BFSDESIGN.COM)