



DREW FANSLER

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OBJECTIVE Creative professional with experience in branding, print, UX, illustration and visual merchandising seeking freelance or temp to hire position.

EDUCATION BA, Visual Communications
Judson University • Elgin, IL
DCA Program selected coursework
UCLA Extension • Los Angeles, CA

SKILLS DESIGN
Brand building and renovation
Key art
Print layout
Image retouching
Hand lettering
Digital Illustration
Retail Display
Planograms
UI/UX
Copywriting

SOFTWARE
Illustrator • Photoshop • InDesign •
Dreamweaver • WordPress • SketchUp
AutoCAD

CODE
HTML / CSS
Familiarity with Drupal, Ajax & jQuery

EXPERIENCE **FREELANCE CREATIVE**

CURRENTLY

Serving advertising and design agencies with on-site art direction, graphic design, and production on per-project basis. Recent clientele: Yes Design Group, Quigley-Simpson

ART DIRECTOR • INSYGHT INTERACTIVE

2017-2018 PRESENT • LOS ANGELES, CA

Create and implement branding for new educational programs and events in medical sector, manage production for all collateral print media, web, email marketing campaigns.

SENIOR PRODUCTION ARTIST • NVE

2017 • BEVERLY HILLS, CA

Delivered print-ready files for Amazon exhibits at San Diego Comic-Con. Interfaced with interior designer and production staff. Resized and retouched key art for environmental displays and packaging designs. Created high-resolution background and character images for large-format printing.

ART DIRECTOR • STRONG ARM GROUP / FLO-X

2017 • CENTURY CITY, CA

Reported directly to CEO and led creative team. Developed and streamlined branding by designing product catalogs, marketing materials, end cap displays, packaging labels, cartons, and UI/UX for equine, consumer and industrial cleaning product startup.

GRAPHIC DESIGNER • SEMIHANDMADE

2013-2014 • DUARTE, CA

Laid branding and e-commerce infrastructure for startup furniture design company. Partnered with owners to develop brand presence in both digital and brick and mortar retail environments. Deployed visual merchandising standards and pricing communication for brick and mortar showrooms.

DESIGN CONSULTANT • EMPHANOS LLC

2012-2013 • CHICAGO, IL

UI/UX for clientele in education and nonprofit sectors. Created marketing materials and whitepapers for sales presentations and environmental graphics for trade show events.

DESIGN CONSULTANT • SWORK COFFEE

2011-2012 • LOS ANGELES, CA

Partnered with owner to update brand for neighborhood coffee bar. Conceptualized POP and interior signage, packaging, designed outdoor patio space, redesigned consumer-facing and internal print materials.

DISPLAY DESIGNER • IKEA

2006-2010 • BURBANK, CA

Created, managed deployment and maintenance of display settings based on global directives and local market trends. Created planograms and other support materials with proprietary software and AutoCAD.