

Damon Merten

12955 Panama Street
Los Angeles, CA 90066
310.741.8846 | damon@dcreativdesign.com

Creative Design Expert

Over 15 Years Experience

graphic design | branding | packaging
web design | architectural signage

Expert in multi-dimensional mediums of design work for over 150 clients in Consumer Goods, Food and Beverage, Retail, Lifestyle, Health and Beauty, Event Promotions, Hospitality and Automotive Industries.

Proven track record of successfully leading production crews and design teams in fast-paced, deadline driven environments.

Strong visual and conceptual problem-solving skills that integrate user experience best practices, developing and maintaining project budgets while maintaining project visions.

Capable of effectively presenting creative concepts to directors, clients and managing creative teams to execute projects within set client and budget guidelines.

Expert software applications including: Expert knowledge of Adobe CS6 Creative Suite (solid working knowledge of HTML5, CSS3, Wordpress and Bootstrap) Microsoft Suite, fluent knowledge of RIP software and CAD software on both Windows and platforms.

EXPERIENCE

Wellington Graphic and Sign Company, San Pedro, CA
Production Manager/ Art Director

2011 - 2012

- Directed all planning, execution, and delivery of company projects, manage budgets, materials, production schedule, and staff assignments for a vast array of company projects across diverse media applications.
- Manage two departments (15 people) which includes graphic design team and production crew.
- Work with Lead Designer to create, maintain and distribute schedule grids that traffic and communicate key milestones and project deadlines for internal staff, clients and management on approx. 50-200 projects.
- Confer with clients and provide creative direction, determine objectives, budget, background information, and presentation approaches, styles, and techniques.
- Review and approve proofs of printed copy and art and copy materials developed by staff members.
- Maintain and supervise designers on proper archiving and labeling of job and art collection folders on the server.
- Manage all shop employees with regard to training, schedules, performance, and reviews.
- Manage consumable resources within the company, (i.e. project materials, equipment, company vehicles).
- Work with outside vendors to get competitive estimates, proofs, die lines, etc. Manage estimates into project tracking software. Manage all invoicing and estimate correspondence.
- Coordinate with various Southern California City Officials on permitting regulations, oversee implementation and project completion.

Daedalus Creative Design + Marketing, Los Angeles, CA
Freelance Multimedia Art Director

2009 - Present

- Provide consulting for new product design and consumer packaging, branding, and marketing strategies on all projects.
- Visual and aesthetic steward of the client project, project vision, brand position, brand architecture and achieves overall business goals for the client on short and long-term marketing goals.
- Develop and maintain logos, website, branding and collateral materials for consumer product, event, production, retail and international trade clients.
- Design and update client presentations, brochures and sell sheets on an ongoing basis.
- Create new product packaging through all stages from concept to production.
- Collaborate with marketing and retail consultants to produce high-quality, cost-efficient product.
- Direct print production and engineer assembly of packaging comps and models for client review.
- Research, acquire, and edit all photographic inventory for client base.
- Manage client relations on project budgets, timelines and promotion.

Linden Graphics, Inc., Roseville, MN
Production Manager

2009 - 2010

- Managed and supervised all in-house graphics design of pop display, signage and printed graphics, adhering to client branding guidelines, budgets and timelines.
- Lead Project Manager of all major client production including illuminated signage
- Responsible for managing all independent contractors in the installation of illuminated and non-illuminated, exterior and interior retail sign systems.
- Developed strong ongoing client relations with nationwide accounts.
- Designed and produced CAD drawings and renderings for client and city permit approval in accordance to city permit restrictions.
- Consulted and delivered estimates and client quotes on all projects.
- Advised on new strategic production methods for custom signage, pop and tradeshow graphics, and systems and developed expanded business opportunities for company.
- Maintained company inventory supply and managed vendor accounts based upon production needs.
- Administered equipment maintenance on wide format printers, and plotters.

Vengra Design Group, Inc., Chanhassen, MN
Director of Graphics Department/Lead Designer

2007 - 2008

- Acquired expert level production experience with wide format digital printing including design, print and application, design ads and trade show display signage.
- Produced development of printed graphics ranging from brochures' to point of purchase materials.
- Managed layout, production and installation of out-door signage and vehicle wraps/graphics.
- Provided customer service for nationwide accounts and tracked project progress.
- Lead Manager for development/management of new and existing clients and prospects

DM Designwerks, LLC , Belle Plaine, MN
Owner and Creative Director

2004 - 2007

- Founded and directed an all-inclusive sign and graphics retail business.
- Conceptualized, researched, and produced company design and all branding materials.
- Developed new business ventures that resulted in a 50% revenue growth within 2 years and maintained over 50 on-going clients over a 3 year period.
- Produced cost-efficient, high-quality client brochures, logos, signage, flyers, and point-of purchase materials for local businesses, municipalities, retail chains, and non-profit organizations.
- Established and collaborated on targeted and effective marketing campaigns for radio and print.
- Directed all project management from conception to completion.

- Managed and executed all layout and production of all types of signage.

Merten Sign and Graphics Company,
Creative Director and Project Manager

1994 - 2004

- Project manager on all new and existing accounts.
- Directed client relations and grew new business revenue by 50%.
- Established project budgets and managed company fiscal and vendor accounts.
- Managed, trained and supervised employees including designers and accountant.
- Served as lead graphic designer specializing in wide format digital printers (Mutoh RJ Series).
- Engineered vinyl production for fabrication.
- Proficient on both Mac and PC computer systems.

EDUCATION

Merten Sign and Graphics Company, Shakopee, MN
Apprentice

1992 - 1994

- Graphic design and production in Adobe Creative Suite, Corel Creative Suite, and Microsoft Office Suite.
- Fundamentals of sign fabrication.
- Trained in Business Development and Management.
- Mastered concepts of Lettering/Vinyl/Digital printing.
- Vehicle graphics design and application.
- Produced hand lettered, carved, and painted fine architectural signage.

Atelier Le Sueur School of Fine Art, Excelsior, MN

Graduate of Fine Arts: Illustration, Perspective, Design, Anatomy, Oil, Acrylics, Drawing

1990 - 1994

References

Jeff Podergois

Owner

Vengra Design,
2932 Water Tower Place
Chanhassen, MN 55317
952-448-3049

Rick Heir

Owner

Linden Graphics,
651-270-0547

Howard Lapidés

Active Director

HT Foods, Inc.

800 Tiffany Blvd.
Rocky Mount, NC 27804
612-386-1179
howard.lapides@htseafood.com

Nathan Shuff

Personal Reference

612-396-1911
nate@audiogeekdesign.com

Michelle Meyer

Personal Reference

651-387-6185
michelle@rsrmn.com

Charles Markert

Personal Reference

12124 Herring Lane
Chaska MN 55318
952-454-2563
cmarkerts@comcast.net