



ANDREW WEINMAN

VISUAL & MARKETING DESIGNER



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EXPERIENCE

Senior Graphic Designer

Inform Diagnostics
April 2021 - Present

- Spearheaded company brand refresh initiative by producing logo designs, divisional iconography, templates for both print and digital production, and a 30-page style branding style guide.
- Redesigned all company collateral, including sales and marketing pieces, trade booth items and displays, social media templates and imagery, presentations, branded merchandise, and other items.
- Directed all photo- and video-related pieces, including training videos, social media visual and video content, company portraiture/headshots, product photography, stock/web photography, and event photography.
- Provided creative insight to internal departments and executive management.

Marketing Content Specialist

Vulcan Surfacing
Sept 2020 - April 2021

- Led rebranding effort of company with new logo and secondary branding, print and web collateral, visual and written content, new B2C sales pieces, social media content, company branding/style guide, and other deliverables.
- Produced print advertisements for direct mail, publication, and outdoor signage initiatives with executive direction.
- Created and directed video content for social media and digital advertising campaigns.
- Fathered and implemented e-mail marketing campaigns for event-specific audiences and advertising.
- Connected with executives daily to fine-tune marketing initiatives and refocus advertising directives.

Graphic Designer

AlphaGraphics
Mar 2019 - Sept 2020

- Produced numerous design deliverables according to client needs within short deadlines
- Designed infographics, presentations, marketing collateral, print pieces, and other deliverables for numerous businesses.
- Led production of official flight manuals for customer Airbus within strict industry guidelines.
- Improved efficiency by implementing automatic template-filtering program utilizing company's new digital business platform, reducing design time and possible errors in production.

Design/Web Instructor

Remington College
Sept 2008 - Mar 2019

- Instructed classes in print and web design fundamentals, advanced marketing design, advertising design, career and professional development, videography, and photography.
- Aided students in developing professional-level skills in photo editing, print layout, web design, basic web development, illustration, video design and editing, and coding.
- Key voice in reviewing student qualifications for admission and interviewing potential students for entry into program.
- Prepared numerous school marketing pieces, including infographics, posters, brochures, and photos.

Additional experience and references available upon request.

EDUCATION

Master of Arts, Advertising & Digital Marketing Media - *Concordia College, 2018*

Bachelor of Arts, English - *Coe College, 2001*

SKILLS

Adobe Acrobat Pro
 Adobe AfterEffects
 Adobe Audition
 Adobe Illustrator
 Adobe InDesign
 Adobe Photoshop
 Adobe Premiere Pro
 Blender 3D

Branding
 Content Development
 Email Marketing
 Figma
 HTML/CSS
 Illustration
 Javascript
 Microsoft Office

Photography
 Social Media Marketing
 Storyboarding
 UX/UI
 Videography
 Video Editing/Production
 Wordpress