



# Frank Gorman

Director / Designer / Manager

## PROFILE

Experienced creative with a demonstrated history of multi-tasking, problem solving and communication. Organized team player with a strong work ethic, a degree in Art Direction and a drive to learn. After hours I further my writing and actively engage in social media to identify upcoming trends and innovations.

## SKILLS

Photoshop // InDesign // Illustrator  
Web Design // Social // Usability  
Visual Designer // Interactive Designer  
Adobe XD // Figma // Sketch  
Art Direction // Typography // Branding  
Trello // Jira // Workamajig  
DotDigital // Klaviyo // SendGrid  
Wireframing // Premiere // Packaging

## EXPERIENCE

June 2019 -  
February 2023

### cbdMD // Design Manager

- Oversaw the design and development of cbdMD, PAWcbd and Botanicals Brands.
- Provided creative direction to photographers, renderers, outside vendors and other designers.
- Collaborated across departments using Jira, ensuring campaigns and deliverables were provided on time.
- Ensured final web pages were consistent and built to spec through wireframes & prototyping before doing QA sessions using tools like Google Docs & Google Sheets.
- Confirmed our site was user-friendly, complied with UI/UX demands and was visually appealing.
- Built and maintained resources that went beyond Adobe Suite libraries such as server organizing, vendor information, font sources and web charts.
- Developed a brand identity within, first Sketch, and later Adobe XD as well as troubleshooting existing problems with our brands to expedite work while maintaining quality.
- Conducted research to understand our target audience, market trends, and competitors using additional applications like Searchspring & Hotjar.
- Supervised team members, provided feedback, and mentored to help develop their skills within programs like Wisepops, Klaviyo, Photoshop and Adobe XD.

April 2019 -  
June 2019

### TTI Floor Care // Package Designer

- Provided layout for package design, sent files to print and communicated in Workamajig.
- Collaborated with team members, including those outside the country.
- Reviewed designs and provided feedback to ensure they align with the company's values.
- Prioritized tasks, communicated with team members, and ensured that projects were completed on time.

January 2019 -  
April 2019

### Midan Marketing // Graphic Designer

- Maintained up-to-date with industry trends, art styles and typography samples.
- Had a positive outlook through tight deadlines and documented time daily.
- Worked on new ways to better myself, our team and our process.
- Advanced layout for package designs, set email campaigns and prepared files for print.

January 2008 -  
August 2018

**HDMZ // Art Director**

- Won 5 BMA Tower Awards five consecutive years.
- Provided design & layout for client pitches and explained my thought process and the rationale behind my design decisions.
- Alternated between managing others and working independently.
- Conceptualized and ideated via sketches and lofi comps. Responsible for new concepts as well as expand upon older campaigns.
- Created prototypes/wireframes in Sketch/Figma/Photoshop to test the design.
- Executed ads, mailers, displays, tradeshow & more within Illustrator, Photoshop & Indesign.
- Delivered high quality work through high-stress timelines utilizing software like Trello.
- Worked on presentations through PowerPoint & Google Slides as well as mood boards.
- Managed projects from start to finish while setting timelines, delegating tasks, and ensuring projects were completed on time and within budget.
- Collaborated with our copywriters, photographers, and developers often, communicating ideas and providing feedback when needed through Adobe Software Suite.
- Work up new ideas to advance our team and further our creative process.
- Participated in weekly meetings unafraid to ask questions.
- Started a program in-house to push each other and expand on our creativity.
- Learned to strategize for clients in B2B Marketing and work toward a leadership role.

Additional  
Contracts

**Matura Marketing // Art Director**  
**DraftFCB // Art Director**  
**Maddock Douglas // Art Director**

- Created visual designs that communicate a message or idea.
- Wore many hats on a daily basis which allowed me to stay relevant.
- Balanced multiple jobs with attention to detail.
- Built and maintained relationships with clients. This involves communicating effectively, understanding their needs, and delivering designs that exceed their expectations.
- Pitched ideas, collaborated in meetings and followed the brief.

**EDUCATION**

**Master's Degree in Art Direction**

*Brainco: Minneapolis Portfolio School, 2005-2007*

**BA, Advertising**

*Michigan State University, 2001-2004*

*Psychology Minor*

**CONTACT**

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