

# BradMcGonigle

Orlando, Florida  
T 407.242.301  
brad@bradmconigle.com  
www.bradmconigle.com

Passionate graphic artist with 5 years corporate and freelance experience. Strong team player with a keen eye for clean, effective design. Passionate about design, usability, web standards, typography, paper and print production with strong client service.

## Work Experience §

### ***Celebrity Resorts*** — Orlando, Florida

April 2006 - Present

#### **GRAPHIC DESIGN SPECIALIST**

Engage in all aspects of the creative process from project development to final execution. Work on a variety of projects ranging from print, identity, web and interactive being one of only two creative talents serving the entire company.

- Design printed company collateral including newsletters, brochures, promotional material, event signage, training materials, employee handbooks, and all guest materials
- Create, develop, and update existing and conceptual brand identity
- Develop and maintain web-based content from concept to final implementation
- Develop vendor relationships and coordinate the production of print materials on time and budget
- Photograph resort locations and company events for use in all corporate communications
- Present and communicate designs to company executives for review and approval

### ***Baseline Creations LLC*** — Orlando, Florida

June 2005 - Present

#### **FREELANCE GRAPHIC DESIGN / WEB DEVELOPMENT**

Found Baseline Creations LLC in April 2008 although working as a freelancer since June 2005. Develop strong client relationships while managing multiple clients, their needs and their projects at once.

- Convey client's desired business or personal mission through both visual and non-visual communication
- Design identities and print products using industry standard design software
- Design and develop websites according to clients needs while ensuring standards based markup whenever possible
- Communicate best practices to the client and determine how well their needs fit my skills

### ***Walt Disney Travel Company*** — Celebration, Florida

January 2006 - April 2006

#### **PRODUCT DEVELOPMENT INTERN**

Expanded professional etiquette, business relationship skills, and problem solving abilities. Experienced the many different areas in which the Walt Disney Travel Company aids in the creation of guests vacations.

- Collaborate with marketing, sales, and creative teams regarding WDTC collateral and events
- Support the Product Development Team with communication, planning, and project management
- Fulfill reports using confidential data with regards to air and ground travel contracts
- Review, process, and distribute trade information to the Product Operations Supervisors

## Education §

### ***University of Georgia*** — Athens, Georgia

#### **BACHELOR OF ARTS**

Graduated in May 2005 with a B.A. in Economics. While concentrating on business, I took as many classes as possible in the state of the art New Media Institute and was among the first to participate in the certificate program.

## Organizations §

Acrobat User Group — Attendee

NAPP — Member

InDesign User Group — Attendee

Orlando AIGA — Attendee

BarCamp Orlando — Attendee / Presenter

Orlando Ruby Users — Attendee

## Skills §

#### **SOFTWARE**

Photoshop, Photoshop Lightroom, Illustrator, InDesign, Flash, Fireworks, Coda, Microsoft Office Suite

#### **PROGRAMMING**

XHTML, CSS, Javascript, XML, Python, PHP, MySQL

#### **DEVELOPMENT FRAMEWORKS / TOOLS**

Django, Blueprint CSS

#### **OPERATING SYSTEMS**

OS X 10.5 or earlier, Windows Vista or earlier, Linux

#### **DABBING IN**

Ruby on Rails, SproutCore, Objective-C, Apache, AppleScript