

EVAN HENDERSON

DESIGNER & ART DIRECTOR

CONNECT

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Designer and creative services professional with over 10 years' experience developing design assets to support marketing campaigns. Excited to help build successful brands. Diverse industry experience has allowed for growth and a solutions-oriented mindset, to tackle challenges ahead and deliver on time.

EDUCATION

**Business Administration: Marketing Management
B.S. Degree | School of Management**
Binghamton University, SUNY

PROFESSIONAL DEVELOPMENT

Google UX Design Professional Certificate
Coursera.com | Currently enrolled

Design Thinking Foundations
IDEOU.com | Sept. 2018

UX Design Techniques
Lynda.com | Feb. 2015

User Experience Fundamentals
Lynda.com | Feb. 2015

SKILLS

Software:

Photoshop
InDesign
Illustrator
Microsoft 365
Figma
Adobe XD

Design:

Branding
Print/Web
Research
Thinking
Prototyping
Wireframing
Personas

Fields:

Marketing
Creative
UX Design
Art Direction
Strategy

EXPERIENCE

Present - 2016 • **CREATIVE MARKETING SPECIALIST** | BINGHAMTON, NY
Binghamton University, Harpur College Dean's Office

- Responsible for the branding and visual identity oversight of the college and marketing support for internal offices and academic departments.
- Presents strategic recommendations for content development and designs creative assets and layouts for print marketing materials.
- Ongoing management and maintenance of Harpur College site and all academic department websites.

Present - 2014 • **MARKETING DESIGNER** | REMOTE
Freelance

- Help define product marketing strategies and bring design ideas to life to tell the brand story by means of marketing and sales materials across digital and print.

2016 - 2015 • **ART DIRECTOR** | BINGHAMTON, NY
Modern Marketing & Commerce (MMC)

- Oversaw the design and execution of marketing materials for clients. Reviewed and provided feedback of in-progress work for other designers on the team.
- Participated in high-level strategy and new business planning sessions. Also advised and ran project meetings with the Creative Team.

2015 - 2010 • **SENIOR GRAPHIC DESIGNER** | BINGHAMTON, NY
Modern Marketing & Commerce (MMC)

- Developed design deliverables for client and internal projects including; direct-mail, advertisements, email, multi-touch/channel campaigns, websites, landing pages, promotional kits and other marketing materials.
- Worked directly with executive teams and clients to plan and execute projects. Trained and mentored junior designers during on-boarding.

2010 - 2010 • **INSIDE SALES** | BINGHAMTON, NY
Modern Marketing & Commerce (MMC)

- Within B2B multi-channel marketing campaigns—served as the voice channel, complementing email, direct mail, and digital channels with profiling, lead generation, message delivery, and direct sales campaigns.

2010 - 2009 • **GRAPHIC DESIGNER** | ENDICOTT, NY
Truebite Inc.

- Created design templates, managed internal product catalog, developed packaging and display materials.
- Collaborated with sales and account teams to develop strategies and designs that targeted larger accounts.