

# Brad Krause

**Senior Graphic Designer** 281-252-5553 ■ brad@myfavoriteletterisb.com

## Summary

Creative problem solver with over fifteen years of transferable experience directing, designing, and producing award winning work. Comfortable in a fast paced environment with a passion for managing brands and establishing corporate identity. Advertising expert with the ability to package products and services for the marketplace. Engaged partner that establishes effective working relationships. Disciplined self-starter with experience managing others as well as cross-functional teams. Extensive knowledge of design for print and web, with both Macs and PCs. Proficient in utilizing industry standard software.

## Professional Experience

2008-Present

### Texas A&M University - Association of Former Students

*(Tier 1 Public Research University)*

Graphic Designer

Worked with a team of experts to design effective graphics and collateral that supports the marketing and communications needs of the organization. Developed advertising for Texas Aggie Magazine. Created custom graphics for Aggienetwork.com and produced layouts for other campus and student programs. Coordinated scheduling with vendors on production and fulfillment. Photographed events, landscapes, and portraits according to the graphics standards guidelines of the University. Results of these actions helped us meet our financial goals during the worst recession ever.

2001-2008

### Argus Software *(Shrinkwrapped Software Developer)*

Art Director

Identified opportunity to create a Web Based Training program for the company's flagship product. Developed a prototype using sound principles of design and a clean user interface. Presented concept to the CEO and Board of Directors resulting in approval and funding of the project. Led a team of Departmental Vice Presidents, Directors, MIS/IT professionals, web developers, and designers through the implementation phase through the General Availability release of the program. Produced 25 courses in English and directed vendors in the localization of content into 5 different languages. Performing this function in-house saved the company 80% of the estimated project cost. In addition, the endeavor resulted in a renewable revenue stream, totaling \$2,800,000 in its first year.

Produced visually creative materials that supported existing business, as well as the generation of new business. Partnered with the sales force through the use of integrated product campaigns comprised of advertising, direct mail, email blasts, and premium mailers. Additional collateral materials produced included case studies, product sheets, product packaging, product support manuals, presentation templates and trade show graphics. This collaboration lead to the generation of \$4,800,000 in annual revenue.

1997-2001

### Integrity Publishing *(Custom Magazine Publisher)*

Senior Graphic Designer

Proposed an expansion of resources through the creation of a second shift in order to effectively serve more clients. Launched the expanded hours of operations by hiring additional staff, thereby increasing efficiency and productivity. Supervised the after hours production process by managing junior designers in the concept and design of advertising and the prepping of materials for publication. Provided leadership and direction to staff in order to promote education and personal growth. Monitored and maintained individual production levels to ensure projects stayed on schedule. These efforts resulted in the company representing more Chambers of Commerce than any other publisher in the State of Texas.

Created a standard of excellence through the design and production of covers, advertising and editorial for 12 magazines. Managed projects by coordinating with advertisers and internal sales force to stay on time, on goal and on budget. Worked directly with clients to make sure publications exceeded expectations, resulting in requests to have me work on their next project.

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### Technical Skills & Special Training

#### *Operating Systems:*

Mac OS X, Windows

#### *Software:*

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat, Dreamweaver, Flash), Quark Xpress, Final Cut Studio

#### *Continuing Education:*

Advanced Photoshop Techniques - Kodak Imaging Institute,  
Quark Power User - Digitrain,  
FinalCut Studio training - Lynda.com,  
Lectora eLearning Development - Trivantis,  
Adobe Creative Suite training - Texas A&M

### Foundation/Core Competencies

Art History, Typography, Design Theory, Color Theory, Layout, Photography, 2D Design, 3D Design, Drawing, Painting

### Clients

Texas A&M University  
University of Texas  
Seattle Chamber of Commerce  
Austin Convention & Visitors Bureau  
Newstar HomeBuilder  
Spring Branch ISD  
The Mills Agency  
BB&O Advertising  
Sterling Software  
Computer City  
Stanley Tools  
Colonial Properties  
CRT Properties  
Obsidian Management  
Classic Crane Services  
Bradford Brokerage  
Million Air Charter Aircraft

### Education

***Bachelors of Fine Arts*** - Visual Communication / Graphic Design

University of Kansas, 1993

### Portfolio

[www.MyFavoriteLetterIsB.com](http://www.MyFavoriteLetterIsB.com)