



BRITT BARNES
DESIGNER

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CREATIVE DIRECTOR | GRAPHIC DESIGNER | EXHIBIT DESIGNER | WEB DESIGNER

SKILLS

Creative Strategy
Communication
Leadership
Problem Solving
Multi-Tasking
Innovation
Teamwork
3D Modeling | Lighting
Presentation
Branding
Budgeting
Web Design

2020

EXPERIENCE WITH LARGEST EXHIBIT COMPANY

PROFESSIONAL EXPERIENCE

GES, LITHIA SPRINGS, GEORGIA

SEPTEMBER 17 - JUNE 20

Exhibit and Graphic Designer

Exercised creative problem-solving skills and artistic presentation skills in the design and development of 3-dimensional experiential marketing solutions for GES's clients. Strong design and project management skills were essential for the development and design of trade show booths, permanent installations, graphics, and association components.

- **Creativity Strategy:**
 - Led design for Fortune 500 clients with budgets over one million dollars resulting in a high rate of return customers
 - Specified colors, fabrics, carpets, laminates, costs, and all materials included in designs for account executives and clients
- **3D Modeling | Lighting:** Produced creative presentations of exhibit structures and graphics for trade shows and events using 3DS Max culminating a true representation of exhibit structures
- **Teamwork:** Track record of putting the AEs' needs front and center resulting in return internal business from account executives
- **Design:** Designed GES's award-winning booth for The Exhibitor Show procuring new clients
- **Budgeting:** Maintained an open communication with the estimating and production departments to conscientiously work within budgets and outlines
- **Problem Solving:** Exercised artistic presentation skills in the design and development of 3D marketing communication solutions

SOFTWARE AND TECHNOLOGY

Adobe Creative Suite
Autodesk AutoCAD
Autodesk 3D Studio Max
HTML 5.0 / CSS
WordPress
Macintosh / Microsoft UI
Microsoft 365
V-Ray Render

2015

WON BEST OF SHOW AT RIMMS WITH WTW

EXHIBIT EIGHT, NASHVILLE, TN

AUGUST 15 - MAY 17

Creative Director

Conceived and implemented concepts, guidelines, and strategies in various creative projects, overseeing them to completion. Directed and motivated teams of art directors, illustrators, copywriters etc. to help them use their talents effectively. Created Exhibit Eight's overall brand including: Web presence, marketing materials, and consistent look through all creative channels.

- **Leadership:** Pushed the creative team beyond tradition, leading to the Best-of-Show award at RIMS with Willis Towers Watson
- **Teamwork:** Interpreted the client's proposal and presented ideas clearly and proficiently, leading to a 30% increase in sales
- **Creative Strategy:** Directed all internal marketing including web, digital marketing, and brochures, increasing Exhibit Eight's marketability and overall presence within the exhibit market
- **Budgeting:** Negotiated with vendors procuring production materials at better rates
- **Presentation:** Researched rendering software engines resulting in more accurate presentations
- **Multi-Tasking:** Managed multiple projects in a fast paced, ever-changing environment, procuring an up-to-date identity for new clients
- **Lighting Design:** Researched and implemented V-Ray lighting within 3DS Max giving the presented booths accurate presentation to client

EDUCATION

Middle Tennessee
State University
Bachelor of Fine Arts
Major: Graphic Design
Minor: Painting

2009

INGRAM CONTENT GROUP, NASHVILLE, TENNESSEE

JULY/2009 – AUGUST/2015

Senior Graphic Designer / Graphic Production Manager

January/2012 – August/2015

Added responsibility to Ensure the design team promoted the vision of the ICG and its subsidiaries through high-quality content. Oversaw production of catalogs and production content including web, print and email. Scheduled and graded a team of designers ensuring overall quality and individual responsibilities were met.

- **Leadership:** Managed a production and creative team, including creative responsibility and production oversight with no delays or added production costs, always coming in under budget
- **Branding:** Conceptualized, planned, coordinated, and designed a wide range of projects for all ICG branding including print and e-marketing collateral for B2B and B2C

Senior Graphic Designer

July/2009 – January/2012

Created and managed digital and print designs for ICG's marketing needs. Responsibilities include managing graphic design tasks, refining projects and drafts, and generating creative ideas. Used knowledge of graphic design, styles, trends, and techniques to implement marketing campaigns.

- **Corporate Branding:** Created Ingram Spark's website UI, print materials, and logo bringing awareness to one of ICG's new subsidiaries
- **Typography:** Designed ads using trends new to the ICG marketing group for over 30 publishers resulting in higher ad impressions
- **Communication:** Went beyond work duties collaborating with the Trade Show division to design a new exhibit and ensure brand consistency
- **Creative Strategy:** Pitched creative strategy and concepts to key personnel, including brand teams, VP of Marketing, and CEO / Chair Board for new e-marketing and web designs establishing consistent brand awareness across all ICG channels



2005

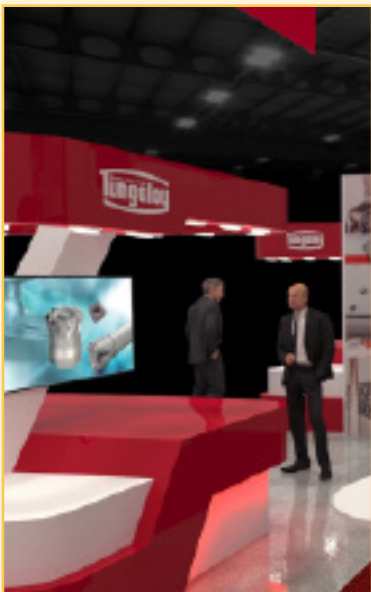
IMAGEN, NASHVILLE, TENNESSEE

JANUARY/2005 – JULY/2009

Exhibit Designer and Marketing Specialist

Responsible for the planning, budgeting, coordination and construction of exhibit components. Conferred with clients and account executives about the design and construction of exhibit components, drew plans for the construction of exhibit-specific structures, and communicated with other staff to confirm the proper execution of exhibit design plans. Created and maintained the internal marketing and overall brand of Imagen including web site design, brochures, campaigns, and internal corporate collateral.

- **Presentation:** Presented custom concept exhibit presentations to prospects with over a 50% bid gain
- **Teamwork:** Worked closely with account executives and their clients to maintain confidence in sales
- **Creative Strategy:** Researched clients' corporate branding colors and graphics for exhibit creations securing customer brand identity
- **Branding:** Designed a new logo and collateral materials, including mail and email marketing, creating a consistent brand message for Imagen
- **Web Design:** Created and maintained company website helping establish and track traffic, gaining leads for Account Executives



EXPERIENCED CORPORATE DESIGN BRANDING

GAINED CONFIDENCE IN INDUSTRIAL DESIGN

I DESIGN, CREATE, THINK,
BRAINSTORM, RENDER, LEARN,
LEAD, DIRECT, AM NICE, AND
SOMETIMES PAINT.



2003

WORKED WITH 1,000'S OF INDIVIDUALS ACROSS THE NATION

1997

FOUND MY NICHE LEADING A TEAM

SERVPRO INDUSTRIES, NASHVILLE, TENNESSEE

JANUARY/2003 – JANUARY/2005

Advertising and Graphics Coordinator

Built relationships with over 1,200 franchisees to establish all SERVPRO brands stay consistent with brand guidelines through the SERVPRO corporate office. Provided insight and guidelines to ad agencies working on SERVPRO's new brand and campaign. Acted as Creative Director to establish consistent graphic standards on all marketing materials including: brochures, postcards, franchise ads, giveaways, package items, corporate and associate websites, letterhead, and business cards.

- **Leadership:**

- Led the creative effort for a new brand, tying together consumer awareness and education on a national level
- Conducted graphic panel for SERVPRO's National Convention including stage ideas, overall themes, logos, and all support material

- **Communication:** Directed the Forms Board Panel ensuring consistency and organization of franchise forms throughout the SERVPRO community

- **Teamwork:** Supported Your Local Marketing, a quarterly campaign consisting of press releases, national advertising, route sales, and new marketing materials sent to all franchisees, resulting in increased sales and revenue

- **Corporate Branding:** Updated all materials to meet with graphic standards increasing SERVPRO's brand

- **Problem Solving:** Participated in field research to develop a strategy to market SERVPRO's Residential, Commercial, and Insurance services

COLLECTIVE EDGE, NASHVILLE, TENNESSEE

AUGUST/1997 – JANUARY/2003

Creative Director - January/1999 – January/2003

Supervise and train up to an eight-person staff in graphic design, industrial design, print production, finishing, and trade show exhibits. Negotiated and purchase supplies for print management and production activities. Responsible for all internal marketing and print collateral.

- **Leadership:**

- Supervised and reviewed all production work to guarantee goals were met and creative quality was upheld to the highest standard leading to a strong reputation within the national market
- Responsible for print color management for both process and output for large format graphics and vehicle graphics

Graphic Designer - August/1997 – January/1999

Combined creative and artistic talent to ensure creative imaging and output needs.

- **Creative strategy:** Retained by diverse clientele to create original contents for banners, logos, merchandise, brochures, large format graphics, and trade show graphics

- **Innovation:** Managed internal maintenance of software, networking, and hardware