BRETTON HIMES

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brettonhimes.com

EDUCATION

GRAND VALLEY STATE UNIVERSITY
Advertising & Public Relations / Bachelor of Science
Allendale, MI / 2003–2007

EXPERTISE

Graphic Design *(Print & Digital)*
Project Management
Cross-functional Team Collaboration
Brand Development
Art Direction
Basic HTML
Package Design
Styling
Photography
Video Editing
Production Design

TECHNICAL SKILLS

Adobe Creative Suite
Microsoft Office
PC & MAC Operating Systems

FREELANCE

BRETTON HIMES DESIGN
2007–Present

Select projects:
Michele Thomas - Album Design, Website and Promotion
West Michigan Clinical Massage Therapy - Web Design
Acupuncture of West Michigan - Web Design
The Network of Grand Rapids - Identity
Kitchen 67 - Flash Animation / iTunes Station Artwork
YADO Design - Logo Design, Grammy Awarded Musician

HOBBIES

Music, fitness, movies, traveling, reading, design and quality time with my family & bulldog.

EXPERIENCE

SENIOR GRAPHIC DESIGNER, CUMULUS MEDIA
Chicago, IL / 2019–2024

Led the development of print and digital branding and marketing assets across three radio stations, websites, annual concerts, and events. Oversaw all aspects of creative projects, from inception to execution, managing requests and ensuring timely delivery. Effectively translated clients' needs into compelling visual materials by collaborating closely with the sales team and department leaders. Design responsibilities encompassed a wide range of deliverables, including logos, emails, digital banners, social media content, concert and event visuals, merchandise, program ads, and billboards.

GRAPHIC DESIGNER, iHeartMEDIA
Grand Rapids, MI / 2015–2018

Managed and oversaw print and digital branding for 10 radio stations and handled creative assets for 8 annual concerts and events. Efficiently managed all creative requests by collaborating with sales and leadership to streamline processes. Design responsibilities encompassed logos, emails, digital banners, social media content, event graphics, program ads, billboards, and video/photography.

GRAPHIC DESIGNER, NEWELL BRANDS
Kalamazoo, MI / 2014–2015

Led the conceptualization and design of packaging for Graco, collaborating with global marketing teams and print vendors to manage project approvals and print production. Specialized in package design, iconography, POP materials, and in-store signage, thereby enhancing the brand's market presence.

VISUAL GRAPHIC DESIGNER, MEIJER INC.
Grand Rapids, MI / 2012–2014

As the lead designer for all in-store seasonal and departmental visual graphics, I collaborated closely with the visual, merchandising, and buying teams. Together, we produced large-scale creative solutions aimed at driving sales and enhancing the store brands. My expertise encompassed seasonal store signage, department redesigns, and developing aisle and shelf wayfinding solutions to optimize customer navigation and enhance the overall shopping experience.

GRAPHIC DESIGNER, MEIJER INC.
Grand Rapids, MI / 2007–2012

Directed the creation of print and digital creative solutions from concept to delivery in a fast-paced, deadline-driven environment. Produced compelling visuals for store sales, seasonal promotions, and various campaigns in close collaboration with marketing teams. My expertise encompassed direct mail, run of press (ROPs), in-store signage, credit card inserts, flash animations, business cards, and gift cards, ensuring consistent brand messaging across platforms. Additionally, I specialized in marketing event signage and billboards, amplifying the impact of our marketing efforts.