

# 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.