



## PHONE

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## EMAIL

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## WEBSITE

bradburleson.net

## HOME

Asheville, NC

# BRAD BURLERSON

## DESIGNER

## EXPERIENCE

### PRODUCTION ARTIST / GRAPHIC DESIGNER

#### Active Interest Media - Boulder, CO [ September 2016 - Present ]

- Design materials for back-of-book advertising
- Create marketing support materials for the AIM brand
- Ensure magazines meet all pre-press requirements of printer.
- Photo touch-up & color correction
- Create digital, interactive versions of magazines for tablet & mobile devices

### GRAPHIC DESIGNER / PRODUCT PHOTOGRAPHER

#### AFG Distribution - Asheville, NC [ March 2014 - May 2016 ]

- Designed marketing materials for AFG Brands (Pulsar Vaporizers, Grindhouse, Buck Naked)
- Photographed products, including editing, color correction & preparation for print / web
- Created weekly B2B marketing emails with featured products & sales
- Created product packaging & instruction manuals
- Assisted in creation of yearly product catalog as well as 5 magazine format catalog supplements

### FOUNDER / GRAPHIC & WEB DESIGNER

#### Hub Industries - Asheville, NC [ April 2012 - March 2014 ]

- Worked with a variety of clients creating products in traditional & digital formats
- Created & maintained websites using the Wordpress CMS system
- Designed, created screens & hand printed products in-house using a 6-color screen printing press

### MARKETING MANAGER / GRAPHIC DESIGNER & WEB DESIGNER

#### MBM Brakes, Steering, & Suspension - Asheville, NC [ October 2008 - April 2012 ]

- Completely revamped MBM brand image, creating a new look for print, web, & product packaging.
- Photographed all products, including editing, color correction & preparation for print / web
- Created weekly marketing emails for both B2B and consumers with featured products & sales
- Designed new retail and wholesale websites for MBM and it's retail arm Pirate Jack

## EDUCATION

### AIM Community College

Graphic Design (Certificate Program)

### Appalachian State University

BA Industrial Design

## AWARDS & HONORS

### AIM Community College

Dean's List & Chancellor's List

### Appalachian State University

Dean's List

## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Acrobat Pro  
Adobe Audition (Audio)  
Adobe AfterEffects  
Wordpress  
iMovie  
Constant Contact  
Hootsuite

## SKILLS

Graphic Design  
Packaging  
Web Design  
Large Document Layout  
Marketing  
Product Photography  
Screen Printing  
Audio Engineering  
Project Management  
Problem Solving