

WESLEY WESTFALL

GRAPHIC DESIGN • BRAND IMAGING • CONTENT MANAGEMENT

WORK EXPERIENCE

FREELANCE DESIGNER

Self-employed — June 2011 to present

- Developed and published PDF material for sales, primarily promotion and advertising
- Designed graphics, including logos, t-shirts, and banners
- Designed informative, commercial, and entertainment websites with RSS feed aggregation, merchandise sales, and streaming content

DIRECTOR OF CONTENT

Ethos Communications — May 2014 to September 2018

- Developed and deployed WordPress websites for Ethos and its clients
- Designed logos and associated branding graphics for both Ethos and its clients, for both printed and web use
- Helped produce promotional materials for presentations, including Powerpoint and PDFs
- Helped provide content and design solutions in WordPress and Shopify environments

CONTENT PRODUCER

Mountain News Corporation — January 2007 to May 2011

- Ensured proper display of data on MNC websites — OnTheSnow.com and MountainGetaway.com — for client resorts, including ski reports, news items, deals, syndicated feeds, images, and cams
- Interfaced with editorial staff to ensure delivery of news items and provide technical support
- Worked with clients to gather current resort data, route inquiries to their proper target(s) in technical, editorial, or business departments, and provide product support
- Developed and maintained brand logos and related imagery for MNC, OTS, and MG for both printed and web use
- Developed, published, and maintained PDF library for sales staff, radio network outreach, and promotions
- Published, bound, and delivered printed material for sales staff in Orinda, remote offices, and to promotional events, such as trade conventions

EDUCATION

BACHELOR OF SCIENCE

California State University, Hayward — 1995 to 1998

- Criminal Justice Administration, Law Enforcement/Investigation emphasis

Contra Costa College — 1992 to 1995

- Administration of Justice major; transferred

ABOUT ME

Born in San Francisco, raised in western Contra Costa County — primarily El Sobrante — now living in Antioch, CA.

I enjoy reading, writing, and creating. I filled notebooks with doodles as a toddler and learned to oil paint at 12. Most of my drawing and painting today is in Adobe Illustrator and Photoshop.

My hobbies include LEGO, cooking, animation, and photography.

SKILLS

INDESIGN

★★★★★

PHOTOSHOP

★★★★★

ILLUSTRATOR

★★★★★

WORD PROCESSING

★★★★☆

CONTENT MANAGEMENT

★★★★☆

WORDPRESS

★★★★☆

HTML/CSS

★★☆☆☆

CONTACT



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