

# Wyatt Boughter

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## SUMMARY

Design Manager with creative specialization in web interface. Effective at conceptualizing and executing designs that reinforce a company's brand. Team player with proven success in enhancing consumer experience through graphic design. Trained and adept in the following:

- \* Adobe Photoshop CS3
- \* Adobe Illustrator CS3
- \* Adobe InDesign CS3
- \* Flash CS3
- \* Dreamweaver CS3
- \* HTML
- \* Digital Photography
- \* CSS
- \* Mac and PC Platforms

## PROFESSIONAL EXPERIENCE

### Design Manager

2008 - Present

COBORNSDELIVERS, INC. - New Hope, MN

- Manages team of designers
- Created and developed new brand identity
- Designs and manages company website
- Responsible for planning and executing print, web, and advertising campaigns

### Web Designer, Blog Specialist (October 2007 - July 2008)

- As senior level designer, conceptualized and executed designs for the SimonDelivers.com homepage, e-mail, web and print campaigns
- Advanced the design aesthetic on SimonDelivers.com while maintaining alignment with brand
- Brainstormed with design, marketing and copywriting peers
- Coordinated with Project Managers and Coders to deliver work on schedule
- Collaborated closely with buyers to translate merchandising strategy into compelling creative
- Served as Creative Director and Studio Photographer on photo shoots
- Attended company strategy meetings and contributed to setting creative strategy
- Designed and executed new Business to Business website ([www.SimonDelivers.com/Business](http://www.SimonDelivers.com/Business))
- Managed and trained Graphic Production Artists, new hires and contract designers
- Developed, designed, wrote and managed company blog, "The Side Dish" ([www.SimonDelivers.com/TheSideDish](http://www.SimonDelivers.com/TheSideDish))

### Graphic Production Artist (April 2007 - October 2007)

- Cultivated SimonDelivers brand through email, print, web design, and production

### Freelance Graphic Design

2006 - Present

- Website Design - CulturaMed.com, Cosmetic Surgery client in Washington D.C.
- Logo Design - Cumberland Valley Area School District
- Collateral Design - Paddlesports Industry Association
- Ad design - American Canoe Association

### Managing Editor

2006 - 2007

PADDLER MAGAZINE - Steamboat Springs, CO

- Edited and approved story submissions and layout proofs
- Managed contributing authors, photographers and illustrators
- Wrote and researched articles, reviews and editorial columns

### Communications Manager

2006

BELL CANOE WORKS - Princeton, MN

- Designed print materials including point of sale pieces, trade show graphics, and magazine ads
- Published, wrote and designed monthly company newsletter, "The Canoe Chronicles"
- Presented company attitudes to industry executives at trade shows and conferences
- Maintained website and implemented eStore
- Opened dialogue between the company and consumers by creating channels for feedback

**Communications and Marketing Director**

**2004 - 2006**

AMERICAN CANOE ASSOCIATION - Springfield, VA

- Implemented and managed new company logo and brand
- Published, wrote and designed quarterly association newsletter, "American Paddler"
- Wrote Marketing Plan to supplement the Strategic Agenda
- Published academic paper for presentation with National Transportation Safety Board
- Created educational brochures, posters, ads and stationary
- Designed and launched new website: [www.americancanoe.org](http://www.americancanoe.org)
- Developed, implemented and earned corporate sponsorship for nationwide education program and increased program awareness by presenting at national conferences

EDUCATION

**Pennsylvania State University, University Park, PA — Bachelor of Arts** **2004**

Major - Comparative Literature

Minors - English, Media Studies, International Studies

Study Abroad - The University of Wales - Aberystwyth, Wales, United Kingdom

GPA - 3.53

**North Hennepin Community College**

**2007**

- Web Design Concepts
- Dreamweaver I & II
- Flash/Web Animation

**Northern Virginia Community College**

**2004**

- Introduction to HTML and Web Pages