

DESIRED POSITION
Brand Manager

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EXPERIENCE

October 2010 - Present
ReCellular, Inc.
Brand & Design Manager
Ann Arbor, MI

Brand is not just a logo, but a way of doing. Therefore, it is my job to both strategically position and meaningfully distinguish ReCellular from the field in order to maintain and grow market and mind-share.

ReCellular is a zero-landfill industry pioneer in the re-commerce and recycling of cellular phones and mobile devices. My responsibilities include managing and leading a team to develop and execute against a marketing plan, while evolving brand strategy and building brand equity. These initiatives are supported by projects and campaigns that span media (online and traditional, television / radio), online properties (e-commerce, mobile and corporate web sites), print collateral, direct marketing, direct response, packaging design, exhibition properties, corporate identity and brand standards.

May 2007 - October 2010
GYRO Creative
Sr. Industrial / Graphic Designer
Detroit, Michigan

GYRO is a creative boutique design firm that specializes in branding, strategy and various disciplines of design. Clients include MOCAD (Museum of Contemporary Art Detroit), the Motown Museum, Magna International, Clek, smart car and Mercedes-Benz. As an active teammate, I identified opportunities, proposed concepts, solutions, strategic programs and led projects. As an industrial designer I would consult and guide design programs as well as develop physical properties such as products, exhibits, retail displays and signage. My role expanded as a graphic designer to create identities, advertisements, graphics and interfaces.

September 2005 - August 2006
Quack! Media
Creative Director
Ann Arbor, Michigan

I worked as Creative Director for Quack! Media, a company that creates irreverent educational videos for classrooms, pop-culture publications (FOUND Magazine), television and web programs, and produces music (Tally Hall). I oversaw design projects from concept through production for various media, including books, VHS/DVD/CD packaging, promotional materials, posters, sales packets and more. Publications include The Best of Dinosaur Comics and FOUND Magazine.

EXHIBITIONS / AWARDS

September 2006

New Work: Paintings by Cullen Neaton
& Steven Samuels
Babs' Underground Lounge
Ann Arbor, MI

August 2006

555 Retrospective Exhibit
Contributor
555 Studio / Gallery
Detroit, MI

December 2005

Detroit Graphics Exposition
Create Detroit: Positive Propaganda
Poster Design Competition
Finalist
Fischer Building Lobby
Detroit, MI

July 2005

It's Okay, We're Here -
Detroit Skateboard Art & Culture Show
Contributor
Detroit By Design / Bankle Building
Detroit, MI

September 2003

Rebirth (Reopening)
Contributor
555 Studio / Gallery
Ypsilanti, MI

August 2003

Atmosphere
The Fire Fly Club
Contributor
Ann Arbor, MI

June 2003

Steven Samuels Summer 2003
Solo Exhibition
555 on Third
Ann Arbor, MI

March 2003

SMARTPapers Kite Design Competition
Finalist
Smithsonian Institute, Arts & Industry
Museum
Washington, D.C.

October 2001

Ghostly International Label Launch
Party
Contributor
Selected Works on display
The Motor Lounge
Hamtramck, MI

April 2001

University of Michigan
Student Exhibition
William Carter Award
School of Art & Design, Slusser Gallery
Ann Arbor, MI

April 2000

University of Michigan
Student Exhibition
Demetrius Andrews Memorial Award
School of Art & Design, Slusser Gallery
Ann Arbor, MI

March 2002 - August 2005

3M (Automotive Innovation Center)

Industrial Designer (March 2002 - February 2004)

Senior Lab Technician (February 2004 - August 2005)

Livonia, Michigan

While working in the 3M Design Studio my responsibilities included creative development for automotive nameplates, concept development for new automotive products and applications, trend/industry research and Color Administration for the 3M/DaimlerChrysler Account. In this role I helped to propose future projects and initiatives between 3M and DaimlerChrysler. My work received national recognition in various magazines, publications and trade show events.

MEMBER: IDSA, DCC (Detroit Colour Council)

Following a reorganization that closed the 3M Automotive Design Studio, I was moved to the 3M Automotive Adhesives Laboratory. I provided technical assistance to engineers by conducting tests and reporting data for automotive applications. I gained practical knowledge of various materials, product testing and validation.

January 2003 - September 2005 (volunteer position concurrent with 3M)

555 Gallery / Studios

Director of Public Relations and Marketing

Ann Arbor / Ypsilanti / Detroit, Michigan

My responsibilities included developing relationships and strategic partnerships with outside organizations; developing strategies and programs to promote 555; designing planning and managing all publicity for events, internal information programs and public information programs. Many duties across 555 programming projects, events and exhibition planning utilized my high initiative, strong creative abilities and outstanding communication and inter-personal skills. My contributions made 555 more visible to the public by increasing walk-in, group program and web visitors to the 555 Art Space and supporting the profitability of 555's membership and box-office initiatives. I also maintained consistent and coherent branding which has sustained and expanded throughout the metro Detroit area.

December 1998 - February 2002

Mezzanine

Ann Arbor, Michigan

Mezzanine was a design boutique that specialized in classic and contemporary designs, primarily furniture and assorted home goods and gifts. My responsibilities as manager included: retail sales, merchandising, ordering, maintaining financial records, creating promotional material and advertising. This position helped to reinforce my knowledge of design history, manufacturers, designers and culture.

May 1999 - August 1999 (concurrent with Greenbridge Woodworks)

Graphic Design Internship

Beyond Interactive

Ann Arbor, Michigan

As an intern, I designed internet ad banners for major clients. I learned strategic design in order to attract impressions (unique click-through) and track activity. I was also involved in the planning and development of office space for new corporate headquarters.

May 1999 - August 1999 (concurrent with Beyond Interactive)
Furniture Making / Woodworking Internship
Greenbridge Woodworks
Dexter, Michigan

Working in the woodshop taught me not only how to build contemporary wooden furniture in traditional methods, but how to build lasting client relationships through honest communication and delivering on promises. I worked on several interesting pieces including oak 16-panel double church doors, a black-walnut cat casket (seriously) in addition to many tables, mirrors and chairs.

EDUCATION

B.F.A. / Design
The University of Michigan
School of Art & Design
2001

President IDSA Student Chapter

REFERENCES

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fig. 1.1 What is Brand



fig. 1.2 Resonance & Recall

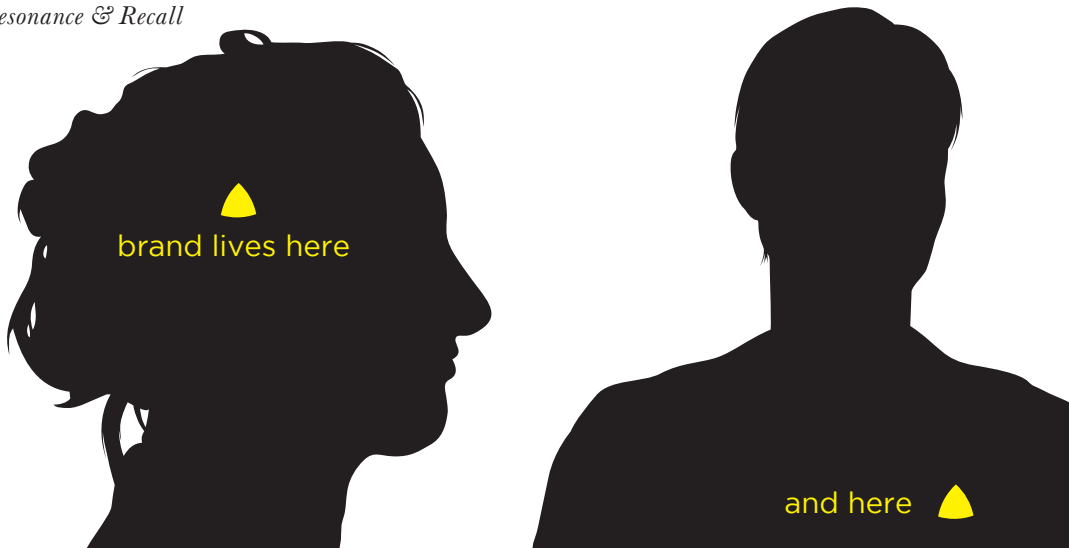


fig. 1.3 Contributing Elements of the University of Michigan Brand (as an example)



HISTORY / CITIZENSHIP



RESEARCH / EDUCATION



ON CAMPUS / TOUCHPOINTS



GLOBAL COMMUNITY



TRADITION / EXCELLENCE