CHARLES THORNTON | SENIOR GRAPHIC DESIGNER

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ABOUT ME

As a graphics specialist, I excel in layout and design, branding and identity, print and digital advertising, logos, and external printer engagement, while collaborating with multiple departments.

I am passionate about my graphic design work and proud to have contracted on a number of high-profile projects and publications with organizations such as The University of Colorado, The National Renewable Energy Laboratory; and campaigns for three successful candidates in Colorado elections, proving my ability to collaborate, be a team player, a relationship builder, and possessing high ethical standards with strong graphic design skills.

SKILLS

- Publication Design
- Marketing Programs and Collateral
- Print Advertising
- Digital Advertising
- Logo Design
- Tradeshow and Exhibit Design
- Poster Design
- Brand Guidelines and Style-Guides
- Email Marketing and Best Practices
- Writing, Editing, and Proofreading Copy
- Google AdWords

- Project Management and Visualization
- PowerPoint Presentations
- Customer-Facing Communications
- Print and Vendor Management
- Collaborative and Responsive
- Excellent at Priorities, Deadlines, and Deliverables
- Strong Problem-Solving Skills
- Effective Leader and Team Player

TRACKABLE RESULTS

- Maintain printer relations, schedules, and daily and weekly quality control updates of over 4 million brochure mailings yearly
- Vision to oversee, research, proofread, and manage the integrity and specifications of the TPC Training brand through print and digital advertising on 2,700 training seminars, on over 25 primary maintenance topics, in more than 125 major cities nationwide
- Successfully managed the design and implementation of two full brand transitions. (And currently working on a third.)
- Exceeded expected performance target of ad design overhaul

- Increased email response rate, aligning with overall company expectations, by 2%
- Willingness to learn close-in email campaigns, resulted in direct savings to the business
- Fully own the email program from concept to analytics

DESIGN TOOLS AND COMPUTER SOFTWARE	- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat - MS Office: Word, Excel, PowerPoint, Outlook - Basic HTML/CSS - MailChimp and Act-On Email Marketing - FileMaker Pro - Workfront Project Management - Zoom Video Conferencing

PROFESSIONAL EXPERIENCE

TPC TRAINING (FORMERLY AMERICAN TRAINCO)   08/2006 – Present

Senior designer in charge of brand assets. This includes project management, marketing and advertising collateral, corporate materials, print media, logos, classroom assets, reference and study guides, tradeshows, photography, and presentations.

FREELANCE DESIGNER   01/1996 – Present

For the past 20+ years, I have dedicated my career to website design, educational materials, brochures, tradeshow displays, posters, logos, stationery and t-shirts for numerous for-profit and non-profit organizations.

SOFTWARE ENGINEERING, INC   09/1998 – 04/2005

Worked as a graphic designer for a CAD software development firm creating packaging, promotional materials, user manuals, in-program artwork, websites, and animation.

EDUCATION

ART INSTITUTE OF COLORADO, DENVER, CO – ASSOCIATE OF APPLIED SCIENCE (AAS)

Visual Communications / Graphic Design

ART INSTITUTE OF COLORADO, DENVER, CO – ASSOCIATE OF APPLIED SCIENCE (AAS)

Computer Animation

CONTINUING EDUCATION

- Udemy Online Certificate: UX & Web Design Master Course: Strategy, Design, Development
- Udemy Online Certificate: User Experience Design Fundamentals
- Udemy Online Certificate: Google AdWords - From Beginner to Pro
- Evolve Artist: Values in Charcoal & Proportional Drawing
- Denver Digital Summit: Digital Marketing Sessions & Workshops
- Pencil Kings: Online Art Training and Community