

# BRIAN HERARD

Marketing, User Experience & Creative Direction

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## WORK EXPERIENCE

### Designer, Developer, Analyst, Merchant

CTW Home Collection - Greensboro, NC

July 2018 to Present

- Design and develop user interface, digital marketing graphics and email campaigns
- Design annual product catalog and bi-weekly promotional fliers for home décor business
- Create web content for business-to-business wholesale website including image selection and copy writing
- Utilize Google Analytics to identify positive trends and potential issues within the ecommerce platform

### Operations and Marketing Manager

Clover Trails Farm - Yanceyville, NC

June 2016 to Present

- Oversee day-to-day operations and animal maintenance of agri-tourism farm
- Develop print and web marketing materials to promote educational farm activities which include summer camp session

### UX/UI Designer, Digital Design Director, Ecommerce Art Director, Senior Web Designer

Performance, Inc. - Chapel Hill, NC

December 2008 to March 2018

- Lead and drove strategic User Interface (UI) and design of web and mobile properties
- Lead ecommerce creative team for two bicycling websites and email marketing
- Responsible for establishing creative direction for online services, products and programs
- Utilized Google Analytics data to develop strong sales driving promotions
- Provided user experience strategy, visual and interaction design leadership, and user-centered design methodologies to deliver measurable satisfaction, performance improvements and increased e-commerce conversion through multiple websites that consistently rank within the Internet Retailer Top 500 listings
- Initiated user research, investigated emerging technologies, and incorporated design innovations to deliver a rich, intuitive and engaging experience to approximately 1,500,000 unique visitors per month
- Collaborated in the definition of branding and creative standards while collaborating with marketing in the interpretation and implementation of the brand in all digital venues
- Designed and maintained wireframes and Graphical User Interface (GUI) for websites and emails
- Collaborated with marketing team, onshore/offshore web developers, and outside agencies to improve functionality, user experience and sales conversion
- Received Silver designation in 25th Annual Multichannel Merchant Awards for Best Sporting Goods/Hobbies Website
- Completed Performance, Inc. Leadership-Management Development Certification

### Art Director / Graphic Designer Contractor

GrafixWerk - Durham, NC

September 2001 to December 2011

- Served various clients' marketing needs by creating logos, brochures, ads and websites

### Web Developer / Designer (Volunteer)

Zoweh Ministries - Durham, NC

July 2010 to September 2011

- Provided website development and design for Zoweh.org and SearchandRescueBook.com utilizing the popular Joomla Content Management System plus eCommerce capabilities with the VirtueMart component.
- Implemented, managed and expanded social media presence via Facebook and Twitter.

### Graphic Design Contractor

AICPA (American Institute of Certified Public Accountants) - Durham, NC

August 2008 to December 2008

- Key member of in-house design department serving internal clients for 350,000-member national trade association
- Collaborated with clients and team members to conceptualize, design and deliver print and electronic marketing materials
- Created recruitment pieces for the CPA profession's fastest-growing credential
- Designed comprehensive media kit for two nationally distributed publications with a 500,000 readership, the Journal of Accountancy and The Tax Advisor

### **Graphic Design Contractor**

The Creative Group - Raleigh-Durham, NC

July 2008 to December 2008

- Provided freelance graphic design and art direction for agency assignments and clients

### **Director, Creative Services & Web Communications**

Ad Resources, Inc. - Durham, NC

September 2007 to May 2008

- Conceptualized and designed marketing materials for high profile organizations including BioCryst Pharmaceuticals, Duke University Medical Center, Piedmont Health Services and CRC Health group
- Developed internal company website, maintained web hosting and email services

### **Art Director, Graphics Manager, Print & Web Designer**

Performance, Inc. - Chapel Hill, NC

July 2004 to August 2007

- Directed team of designers, photographers and freelancers for implementation of company's strategic marketing to approximately 18.5 million readers annually
- Developed catalogs, retail mailers, signs, web graphics, product packaging and instructional materials
- Collaborated daily with product developers, merchandise managers and marketing specialists to effectively reach projected sales goal of an estimated \$200 million annually
- Participated in the facilitation of product development, manufacturing and fulfillment provided by overseas vendors

### **Print & Web Design - Internal Contactor**

Spherion (Designworks) - Morrisville, NC

March 2001 to September 2001

- Provided design and content management support for multiple IBM intranet sites

### **Art Director & Account Executive**

Exclusive Writes, Inc. - Durham, NC

August 1999 to November 2000

- Created marketing collateral for small and large businesses including Duke University School of Nursing, Durham Regional Hospital and Fonville Morrisey Builder Marketing Group
- Worked one-on-one with clients to determine marketing needs and developed appropriate strategies for targeting desired audiences

### **Art Director**

Admark Group, Inc. - Durham, NC

August 1996 to August 1999

- Created marketing collateral for small and large businesses including Cimarron Homes, Washington Duke Inn & Golf Club and Durham Public Schools
- Worked one-on-one with clients to determine marketing needs and developed appropriate strategies for targeting desired audiences

### **Graphic Designer**

Liberated Types, Ltd. - Durham, NC

November 1995 to August 1996

- Responsible for pre-press production and design support for multiple clients including the international pharmaceutical giant Glaxo Wellcome (GlaxoSmithKline)

### **Graphic Designer**

H. W. Anderson Products, Inc. - Haw River, NC

April 1994 to November 1995

- Designed collateral, packaging and instructional materials for medical devices distributed both domestically and internationally to physicians, dentists and veterinarians

### **Computer Graphics Production Illustrator**

Champion Products (Hanesbrands, Inc.) - Dunn, NC

January 1993 to April 1994

- Produced digital artwork for collegiate and major league athletic apparel under strict licensing guidelines

## **EDUCATION**

### **Bachelor of Science, in Commercial Art (Graphic Design)**

Appalachian State University - Boone, NC