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# BRIAN L. NAYLER

"Brian thinks outside of the box."

December 1998  
ED Cordisco  
Regional Manager  
Becker CPA Review

"Brian created a professional and well thought out web site for my business. He took the time to understand my business and worked with me to find the best and most accurate presentation of that business."

I have had a number of complements on the web site and the logo that he designed for me."

November 29 2005  
Jennifer L. Goodwin  
CPA

"Brian designed a CD cover and insert of a new music act. He caught the essence of their music in a refreshing design, which resulted in a product that has received incredibly positive response for its clean look and elegant feel."

I found him easy to work with and he provided a professional air to understanding the goal and needs of the project."

April 2005  
Parker Lee  
Director of Strategic Business  
Development  
POC Interactive  
plee@pocinteractive.com

"I worked with Brian on projects. he is an amiable and collaborative partner who followed direction well. Brian's skill set is tested and vast, and he is constantly polishing and growing. Brian, was a positive force and a diligent designer."

June 2003  
Carole Kochan  
Marketing Operations Manager  
carolekochan@comcast.net

## OBJECTIVE:

Print/Web Design, Identity, Advertising, Presentation, Strong Aesthetics, Typography & Color Theory, Understanding of Direct Response and User Experience.

## ACCOMPLISHMENTS:

- CD Cover Art: Creative Direction, Design, and Illustration for the singing group "Three".
- Jennifer Goodwin CPA: Concept and Design of Web site and Corporate identity. Interviewed client to translate business goals into usability and web design, Copywriting, and Photography.
- Beverly Kinnison Music Instruction: Marketing planning, Copywriting, Identity, and Brochure Design.
- Heritage (Windows and Siding): Designed newspaper insert. Clarified the offer with stronger benefits and call to action. The insert generated unexpectedly higher response rates compelling them to print an unscheduled second run. That second run effectively doubled the value of that account within one month.

## TECHNICAL SKILLS:

**Platforms:** Windows 95/98/NT/2K/XP, MAC OSX 4.4

**Languages:** HTML, CSS (hand-coding proficient)

**Software:** Photoshop, Illustrator, InDesign, Quark, ImageReady, Acrobat, DreamWeaver, Capture One, Fontographer, Suitcase, Page Maker, PowerPoint, Excel, Access, MS Word, Corel Draw, Flash (limited)

## EXPERIENCE:

**6/98 – Present** Brian Creative, INDEPENDENT CONTRACTOR: Contract Projects: Print/Web design, branding strategies, logo & identity, marketing design communications, advertising, Graphic Design & Project Management/Art Direction of project deliverables to vendor's copy writing and development team. Brochures, Newsletters, Logos, Photography, web design, copywriting

**12/03 – 5/05** PRODUCTION ARTIST/DESIGNER: Hamilton Partners, Healdsburg, Ca. Designed and managed production of web projects for HP site. Built mechanicals by the numbers. Designed and produced print collateral, electronic documents, and signage.

**7/00 – 4/03** PRODUCTION ARTIST/DESIGNER: Riverdeep, Novato, Ca. Design & Production of print materials, including catalogues, teacher manuals, direct mail, magazine ads, trade show booth graphics, software packaging. Illustrated a series of science covers, logos, and vector graphics. Archive Design: Developed an easy-to-use asset directory system, suited for our groups needs.

**6/97 – 10/99** GRAPHIC DESIGN: Harvard Printing, Danville, Ca. Graphic Design & Production of print collateral; 2 color printing, digital output, trapping and pre-press including the paste-up and layout of printer spreads for production of saddle stitched booklets. Organized saddle-stitch book production lines and work crews for bindery jobs.

**7/96 – 6/97** GRAPHIC DESIGN: Graphic Express, Davis, Ca. Graphic Design & Production of ads in local shopper publication, stationery, and collateral.

## EDUCATION:

Bachelor of Arts, Political Science, University of California, Davis  
UC Davis Extension: course work in graphic design

## CONTINUED EDUCATION:

Franklin Covey: Project Management \_ Landing Page Optimization: MarketingSherpa \_ Branding, Positioning: Trout Reise \_ Direct Response, Advertising: David Ogilvy, John Caples, Bob Stone  
Experience Marketing: La Salle Britton \_ Usability: Jeffrey Rubin, Steve Krug

## AWARDS:

Recognized in the categories of "Strength" "Dedication" "Professionalism" for: "Delivering valuable service under multiple pressures (time, several projects) with enthusiasm and dedication." 05/07