

# Dillon McSwane

GRAPHIC DESIGNER • MARKETING SPECIALIST • CREATIVE STRATEGIST

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## Summary

Creative graphic designer with over four years of in-depth experience in brand development, product launches, and omnichannel experience design campaigns. Expertise in brand, product design, and implementation across all mediums: print, digital, social, and web marketing communications, including customer journeys, UX UI creative, package design, ancillary materials, photography, layout, editorial, book design, and merchandising, leading the design and production process from pitch deck design through execution.

## Professional Experience

### Vanguard Properties - Lead Web Designer

Jul. 2021 - Present

- Serviced Vanguard Properties 430+ agents as Head web designer for all 16 office locations with total company sales over \$3.1 Billion in 2021
- Developed templates for in-house agents to improve the speed and quality of the design process, launching an average of 30 sites per month
- Researched and implemented a new organizational system and website maintenance plan, which cleaned up over 750 inactive websites and saved over \$75,000 yearly
- Headed Web projects for Capps.com and 1266washington.com, which both have over 1.5k total views

### Dynamic Creations - Graphic Designer

Jan. 2019 - Oct. 2019

- Led digital asset development for 20+ private labels spanning products of e-liquid, shampoo, hair styling creams, and CBD oil
- Conceptualized and deliver physical and digital marketing materials for 10+ in-house brands; including brand development, retail packaging, and advertising campaigns
- Directed and designed rebranding of e-commerce company website, theearthcompany.com, through experimentation and best practices on user experience and interface design coupled with promotional material, packaging, and labeling

### Timely Signs - Designer + Graphics Assistant

Feb. 2018 - Nov. 2018

- Created on-brand, compelling creative print campaigns and collaborated with internal pitch teams and clients. Led the execution of all aspects of creativity on assigned accounts
- Collaborated across 5 different teams including: fabrication, sales, marketing, production, and installation to ideate, iterate, and implement every project in timely fashion
- Operated heavily in both design and production of 10+ projects per week with tight deadlines
- Pitched design projects directly to clients with the project manager and participated with site survey and final installation

### SUNY New Paltz - Photo Lab Assistant

Jan 2017 - Jan 2018

- Aided students with problems and questions related to the purpose and operation of photo equipment pertaining to course assignments
- Issued materials and equipment to students for use in laboratory assignments; receive and process equipment, lockers and materials loaned; maintain records

## Education

### SUNY New Paltz

BFA in Graphic Design, Deans list

### Suffolk County Community College

AAS in Graphic Design

## Skills

- Graphic design
- Art direction
- Brand & Identity
- Typography
- HTML & CSS
- Web Design
- Wayfinding
- Project management
- Photomanipulation
- UI design
- Story telling
- Wireframes
- Presentation design
- Domain management

## Applications

- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe InDesign
- Adobe XD
- Adobe After Effects
- Adobe Acrobat
- Figma
- Cinema 4D
- WordPress
- Brackets
- Squarespace

## Membership and Volunteering

### AIGA Membership

### AIGA Spark Mentorship

### Joel Robison Mentorship

One of three mentees for the photography mentorship program run by Joel Robison, conceptual portraiture and fine art photographer