

Brett W. Ellis

2115 Encinal Ave., Alameda, Ca 94501 • 626-617-7938
brett.w.ellis@gmail.com • bwellis.com
<https://www.linkedin.com/in/bwellis/>

Creative and Technical Senior Graphic Designer with over 20 years of experience. My goal is to find impactful projects that allow me to create, teach, learn, and grow as a professional.

Experience

Environmental Graphic Designer 2021-2022 | Tesla (contract)

Wayfinding: Mapping and evaluation of a 5.1 million square foot facility. Depictions of paths of travel for vehicular/pedestrian traffic.

- Generated a Google Earth style interface saving millions of dollars and provided a vital tool for future capital development
- Built directory maps for thousands of people to find their destinations, aiding in employee retention
- Updated the life safety plans to better guide emergency services improving response times

Project Management: Shepherded projects through the pipeline from initial request to final completion.

- Managed six-figure projects involving thousands of items under tight deadlines
- Established relationships with vendors. Onboarded resources in Tesla's internal tracking systems

Interior/Exterior Graphic Design: Creative problem solving for aesthetic and code-required upgrades.

- Organized file folder structure and file naming conventions saving revenue and payroll
- Satiated building requirements for occupancy permits, building inspections, & fire safety
- Worked with internal clients to create elevations and site plans to communicate design solutions

Workplace Design: Collaborated with internal clients and facilities personnel. Designed, fabricated, & installed improvements to the working environment.

- Artwork, signage, and biophilic design additions to improve the employee experience
- Developed workplace improvements to support diversity and inclusion

Brand Implementation: Applying the established designs for a multi-national corporation.

- Expanded upon and applied standards for laboratories, sales locations, & other facilities worldwide

Mentoring and Instruction: Served as a resource for technical knowledge. Provided problem-solving experience to junior members of the department.

- Taught classes on advanced design tools and techniques

Senior Graphic Designer/Director of IT 2017-2020 | Shannon Leigh Associates

Environmental Graphic Design: Collaborative work creating elements to improve the visitor experience.

- Designed site plans/elevations, 2D design intent drawings & 3D models of capital projects
- Produced and presented hundreds of proposals winning multiple million-dollar contracts
- Created responses for RFQ/RFI. Developed a library of proposal tools and design templates for expediting the process, Created case studies of completed projects
- Worked with city governments to apply for permits. Negotiated the terms of work seeking approval. Satiated the permit requirements of the fabrication and installation for permanent structures
- Analyzed construction documents and prepared design intent packages for engineered installations
- Worked with established brand standards from dozens of corporations
- Respected branding requirements with applied color, texture, typography, and other design attributes. Developed fixtures, furniture, signage, and decorative elements
- Applied ADA Code requirements for universities, healthcare, mixed-use residential, retail, and office/workplace environments

Director of IT: Created and maintained Information technology systems for several offices.

- Principle purchasing agent for hardware & software
- Configured and secured devices before delivering to employees
- Troubleshooting services for dozens of employees, clients, & outside vendors
- Repair/Service duties for existing devices
- Taught classes on different aspects of IT for the design studio

Surveying Services: Principle designer providing surveying services for several offices.

- Surveyed sites for new projects. Generated comprehensive reports on current conditions
- Highlighted potential violations of ADA, HIPPA, and OSHPd violations
- Conducted detail orientated post-installation surveys and quality control checks

Senior Graphic Designer 2014-2017 | CPM

Graphic Design: Worked with outside clients to determine the design requirements of each project.

- Lead a team of both staff & freelance designers. Generated brochures, banners, email campaigns, booklets, catalogs, social media, & environmental graphics
- Built custom designs for clients in the construction & transportation fields
- Developed presentation tools for projects going before city & county agencies
- Operated large format printers. Fabricated environmental structures to suit the client's requirements
- Customer service to small businesses, charities, large scale corporations, & public service entities

Art Director: Created content for advertising campaigns.

- Presented artistic concepts to principles for approval. Managed assets to produce quality content
- Directed photoshoots with employees & patrons of client organizations
- Worked to provide diversity and inclusion in the final product
- Closely worked with clients in color selection and correction of final fabricated arts

VP of Operations: Established and enforced operational practices.

- Hired & managed talent for design/fabrication departments
- Ensured quality work, inspected each item before delivery
- Took training for, then trained others with proper servicing & repair of large scale printers, copiers, & cut sheet equipment
- Purchased technology & utilized existing resources to improve capacity & expand services offered

Public Outreach: Worked with charitable organizations to promote local and national interests.

- Worked with at-risk communities providing design services
- Created shopping and directory maps for the local business district
- Built banners and support materials for charity concerts
- Fundraised, designed, fabricated, and installed graphics for local political offices in the area

Owner/Art Director 2010-2014 | Adept Digital

Owner: Entrepreneurial spirit behind a design firm providing marketing services to small businesses

- Built the business from my home office
- Managed freelance designers for illustration, coding, and support services
- Interacted with clients providing customer service, sales, and support/training
- Taught design classes for small business owners. Empowered them to create and edit their own assets for online promotion

Art Direction/Graphic Design: Designed all types of print, web, & video services

- Worked with business owners to generate content for their online presence

- Developed product support services that aided in marketing and client relations
- Administrated bulk email marketing, blog posts, social media, & print media productions
- Provided videography, editing, & motion animation for streaming
- Produced audio programs for local radio & early podcast adoption

Systems Designer & Programmer 2009-2013 | Audio Video Experience

A/V Systems: Hardware design for business communication & in-home entertainment/security systems.

- Certified on high definition digital system configurations
- Design/installation of distributed audio, theatrical surround sound systems, & audiophile grade suites

Programming: Using consumer devices to interact/control complex systems.

- Programmed control systems to manage HVAC, lighting, window shades, security, communication, and entertainment hardware
- Designed, installed, and programmed HDMI matrix switchers with up to 128 displays and 128 sources. Configured iPad, iPhone, Android, and proprietary devices to activate and control dozens of cable boxes, satellite receivers, security cameras, media players, and streaming devices
- Built & configured rack mounted systems with extensive cable management
- Combined rack mounted & locally positioned equipment to be controlled by a single system via portable touchscreen devices

Graphic Designer 1999-2009 | Wicked Things

In-Store Displays: Designed, fabricated, & installed furniture, fixtures, & interior decorations

- Posters, banners, signage, wall hanging displays, window box displays, shelving, and table construction for a home and garden statuary wholesale and retail company
- Specialized fixtures and display solutions for trade shows, temporary locations & permanent stores

Mail Order Catalog Production: Principle designer for yearly mail order catalog

- Page layout marketing hundreds of times in multipage booklet ranging from 64 to 128 pages depending on the year
- Product photography, photo clean-up for thousands of items
- Project management overseeing printing and bulk mailing to over 330,000 recipients
- E-commerce Web Design and Administration: Built and maintained an online marketplace
- Managed both evergreen and one of a kind artwork listings
- Created & marketed to email lists
- Established blog & wrote articles
- Search Engine Optimization (SEO) & AdWords administration

Live Event Project Management: Booked locations & managed booth operations for dozens of events in seven states.

- Handled logistics for moving merchandise to booths set up for over 40 weeks out of the year
- Troubleshooting for graphics, store signage, and displays for an ever-changing list of environments
- Built booths for trade shows in major convention centers like Moscone (SF), Staples Center (LA), Jacob Javits (NYC), Washington State Convention Center (Seattle) & hundreds of smaller cities

Education

Digital Systems Design Certifications - Crestron Electronics

Bachelors Degree - Brooks Institute - Motion Picture Major, Photography & Graphic Design Minor

Associates Degree - Santa Barbara City College - Business Administration/Management

Hard Skills

Adobe Creative Suite: Illustrator (+CADtools plugin), Photoshop (+Topaz Plugin Suite), Indesign (+Custom Scripts), XD, Premiere, After Effects, Audition, Acrobat, Dreamweaver, Animate

Microsoft Office: Word, Excel, Power Point, Teams, Outlook, Edge, Planner

Web Development: HTML5, CSS3, Javascript, PHP

3D Modeling: SketchUp

Soft Skills

Design: Sketching, Color Theory, Typography, Information Hierarchy, Composition, Brand Standards (following, augmenting for specialized situations, rebranding, & creating new), Page Layout, Multipage Assembly (interactive PDFs, chaptered books or manuals)

Environmental/Experiential Design: Site Plans, Elevations at Scale, 3D Modeling, Design Intent Presentations, Construction Documentation, Engineering/Technical Design Review, Wayfinding Evaluations, Site Surveys

Print Process: Cut Sheet (cover stock, card stock, bulk quantity copy/print, folded booklet/brochures, posters, etc.), Large Format Printing (paper, vinyl, & rigid substrates), Press Checks, Color Management

Web Design: Responsive Design (desktop, device, mobile, & digital out of the home), Image Optimization, Wire Frame, Web Design Workflow, Wordpress Startup and Management

Art Direction: Design Charrette, Image Proposal Writing & Presentation, Directing on Set, Managing Creative & Technical Issues, Delivering Promised Content

Project Management: Administration of Project Pipeline, Budgeting, Scheduling, Managing Workflow, Client Relations, Billing/Invoicing, Post Project File Management, Finished Product Photography, Summary/Case Study Writing for Company Marketing Materials

Photography/Videography: Camera Operation (still and motion picture rigging), Lighting (studio, location, and natural environments), Lens Selection, Chemical Process (medium format, 35mm, 16mm, 8mm developing, printing, & negative cutting), Photo Retouching

Video Post-Production: Offline & Online Editor, Motion Graphics Designer, Compression Encoding (streaming, PBS Red Book standards), Color Balancing

Audio Engineering: Recording (studio, live, & ADR), Editing (timed radio broadcast & podcast production), Sound Mixing, Audio Clean-up

Writing: Technical Writing (brand standards, training manuals, white papers, & assembly workflows), Journalism (articles, blog posts, & reports), Creative Writing (novels & short stories)

User Interface/User Experience: Control Systems (corporate meeting rooms & smart home control systems), Crestron Certified Programmer, Interface Design (touch screen directories, wayfinding web portals, mobile device location tracking integration), Interface Prototyping

Fabrication: Wood Working, Metal Working, Resin/Fiberglass Casting, Laser Cutting, 3D Modeling and Printing, Drafting

Volunteer Work

Self defense courses: Teach self-defense classes for at risk communities.

Alameda Community Radio: Board member for KACR radio, producer for music and talk show radio broadcasts.