

Wilfred 'Bear' Files

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Creative Designer, Digital Strategist

A resourceful web and graphic designer with proven experience supporting integrated marketing campaigns for B2B and B2C brands. Accountable to business priorities, timeframes and project budgets. Expert at launching, promoting and measuring online initiatives, from concept to completion. *Areas of expertise include:*

- web & graphic design
- brand strategy
- web development project management
- user interface design
- social media marketing
- integrated marketing support
- email marketing
- landing pages
- seo/sem

TOOLBOX: Photoshop, Illustrator, WordPress, InDesign, Hootsuite, Google AdWords, Google Analytics, Dreamweaver.

PROFESSIONAL EXPERIENCE:

May 2015 to Present: Creative Services Manager, Accriva Diagnostics

Supported a busy six-person marketing department with design of microsites, labeling & packaging, displays, software UI, and special event theme design. Managed an internal production artist and outsourced designers. Provided strategic and tactical input to management, R&D and other departments in commercialization of new medical products.

1994 to May 2015: Self-Employed dba Evolution Design Digital Marketing Studio

Full service creative design & marketing studio providing visual design, web design and development, and integrated marketing support. Providing design consultation and digital strategy at the various stages of business development.

CLIENT HIGHLIGHTS:

eyesFinder - Visual search technology software startup. Designed a website, sales sheets and campaign landing pages.

Aperio Technologies - Medical software and hardware manufacturer. Designed a corporate website, designed and managed development of a new Drupal website theme for a customer support microsite, designed and managed an HTML product microsite. Designed an email marketing template.

Santa Monica Seafood - Seafood processor and distributor. Established consistent branding for retail and whole-sale divisions. Designed, developed and managed a Drupal e-commerce website, product guide web application and Wordpress blog. Helped increase subscriptions and website visitor traffic by 250%. Launched and managed social media including Twitter (added and engaged with over 4,000 followers), YouTube and Facebook pages. Managed PPC ads for a national delivery program. Implemented an email marketing platform. Provided analytic analysis for online initiatives.

KASI Restaurants - Fast-casual ethnic food restaurant startup. Designed a website, print materials, advertising, in-store displays and vehicle graphics. Directed social media and online marketing, ad campaigns, event marketing and online customer service.

DC Nutra - Nutraceutical products manufacturer startup. Assisted with naming, designed an identity, e-commerce website, packaging, trade show booth, and print collateral.

Genzyme Diagnostics - Manufacturer of medical diagnostic testing products. Created direct mail campaigns for trade shows, designed product packaging and sales collateral.

Continuous Computing - Technology startup, manufacturer of high capacity servers. Designed sales collateral, magazine ads, and tradeshow promotions.

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CLIENT HIGHLIGHTS *(continued)*

Sorrento Networks - Software startup, designer of network management software. Designed packaging and training manuals.

Souplantation & Sweet Tomatoes Restaurants - Fast casual restaurant chain. Creative and art direction, design and administration of nationwide ad campaign. Designed and implemented seasonal point of purchase displays, packaging, marketing programs, restaurant launch materials, and designed a new take-out concept. Managed freelancers and two employees for computer production and administrative tasks.

Optical Micro Machines - Telecommunications equipment technology startup. Designed logo and identity including standards manual. Designed magazine ads, posters, signage, trade show materials, and sales collateral including digital templates and training.

Safety Pays - Safety incentive programs for manufacturing companies. Designed and launched an e-commerce website.

Paul Ecke Ranch - Breeder and grower of ornamental plants. Designed product logos, website buttons, magazine ads, direct mail, print catalogs, sales collateral, and plant wrappers. Created an online plant marketing kit for wholesalers to download and customize.

OC Hosting - E-commerce developer and hosting provider serving motorsports clients, including Yamaha. Designed 40 e-commerce websites, including the Yamaha Golf Cars main product site.

EMPLOYMENT November 2013 to February 2014: Creative Director / Brand Manager for Kasi Restaurants

Directed brand development, social media, graphic design and sales and marketing efforts for this multi-unit restaurant startup. Created vehicle graphics, in-store displays, online and print ad campaigns.

EMPLOYMENT 1999 - 2001: Thompsonian Empire Advertising, San Diego, CA

Freelance art director, graphic designer and computer production artist. Worked closely with account and production teams to design and produce advertising projects in an exciting and fast-paced team environment.

EMPLOYMENT 1991 - 1994: ThinkTank Advertising, La Jolla, CA

Graphic designer, art director, illustrator and computer production artist. Specialized in design and production of creative print projects under tight deadlines. Responsible for computer systems and network integration, press checks and vendor contact.

EDUCATION:

San Diego State University - B.A. Graphic Communications

DISTINCTIONS:

- Yosemite Calendar Illustration Contest Winner
- Del Mar Fair Logo Design Contest Winner
- Carlsbad Chamber of Commerce Committee Member of the Year
- Google Analytics IQ Individual Qualification