



SOMERSET WALMSLEY

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PORTFOLIO

somersetwalmsley.com

SOFTWARE

InDesign

Illustrator

Photoshop

Acrobat Pro

PowerPoint

Keynote

Squarespace

Microsoft Office

Mac OS X

Windows

PROFICIENCY

Layout & Design

Typography

Packaging

Branding

Advertising

Art Direction

Photo Styling

HMTL / CSS

Project Management

Deadline-Driven

Self-Motivated

Fast Paced

SR. GRAPHIC DESIGNER, UGG / DECKERS BRANDS ▪ 2012 – PRESENT

- Leads internal and external designers while maintaining seasonal campaign guidelines across lookbooks, sales collateral, training materials, PR collateral, and advertising.
- Art directs in-studio product photoshoots leading to increased product sell-through.
- Works one-on-one with brand leadership to design seasonal Sales and Board of Director presentations. Ensures smooth run of show by coordinating with event production crew.
- Project manages and designs 100+ page brand books and other seasonal sale-in assets in a high-pressure, deadline-driven environment.
- Overhauled brand packaging resulting in a stronger, cohesive brand representation across multiple product categories – resulting in \$1M savings per year.
- Conceptualizes packaging designs encompassing all product categories for co-branded collaborations and licensed product – including Disney and Pendleton.
- Establishes and manages project calendars, executing phased design milestones from concept to production for timely delivery.

GRAPHIC DESIGNER, YARDI SYSTEMS ▪ 2007 – 2012

- Conceptualized new brand design direction, executing across print and digital channels – including brochures, advertising, tradeshow graphics, banner ads and email blasts.
- Lead designer for semiannual user conference, creating seasonally themed event collateral.
- Designed attention grabbing tradeshow booths, banners, posters, and promotional items.
- Rebranded company acquisitions, executing across marketing, sales, and tradeshow collateral.
- Produced digital designs for websites, email campaigns, and e-newsletters.
- Directed photography on employee photoshoots for corporate hiring and training.
- Managed team projects from concept to completion, identifying timelines and key milestones, ensuring deliverables were delivered on time.

GRAPHIC DESIGNER, GBMI ▪ 2006 – 2007

- Designed sales meeting and tradeshow collateral for six GBMI brands.
- Boosted store sales through design of promotional posters, flyers, and coupons for retail stores.
- Retouched and recolored product photos for use in marketing collateral and by sales team.

PRODUCTION DESIGNER, JAQUA BEAUTY ▪ 2005 – 2006

- Designed seasonal product catalogs, brochures, sell sheets, and advertising.
- Expanded brand's retail presence with growing line of bath and body products by evolving the visual identity through packaging for each new product category.
- Directed seasonal product photo shoots and corrected photos in post production.

PACKAGING DESIGNER, CHIC BOUTIQUE DOLLS ▪ 2004 – 2005

- Designed product branding and packaging for a variety of children's fashion dolls, coordinating with international vendors for production.

EDUCATION

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS ▪ CAMARILLO, CALIFORNIA

- Bachelor of Arts: Art – Communication Design Technology

SANTA BARBARA CITY COLLEGE ▪ SANTA BARBARA, CALIFORNIA

- Associate of Arts: Multimedia Arts and Technologies | Certificate: Digital Design