

IAN WILSON

ianwilsondesign.com

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EXPERIENCE

Cisco Systems, Remote

Senior Creative Designer

Develop and update brand creative direction across a variety of touchpoints including but not limited to ads, campaigns, events, and internal branding initiatives. Work with interdisciplinary teams of copywriters, designers, motion artists and others to develop creative systems that resonate with customers and accurately portray Cisco's brand values.

January, 2022 - Present

Yardi Systems, Santa Barbara, CA

Graphic Designer

Lead designer for Yardi's Breeze platform and its corresponding conferences, sponsorships, and ads (web and print). Worked closely with copywriters for Breeze ad collateral, e-blasts, and blog presence. Developed and implemented various ad campaigns, promotional materials, and event collateral for Yardi's Canadian market. B2B focused design initiatives.

July, 2018 - January, 2022

Cyndx Networks, Santa Monica, CA

Graphic Designer (Contract)

Rebranding of CDX Advisors. Worked closely with PM and developers to update product UI. Developed presentation templates and standards manual.

April, 2018 - July, 2018

Brondell, San Francisco, CA

Graphic Designer

Worked collaboratively with Brondell's sales team to develop and implement a design system for their B2B enhanced sales content. Updated product packaging. Worked directly with the CD to develop a variety of trade show touchpoints including but not limited to product catalogs, posters, booth graphics, emails and digital ads.

September, 2017 - February, 2018

Owler, San Mateo, CA

Junior UX/UI and Graphic Designer

Worked closely with CD to rebrand Owler, which included new standards manuals, updated logomark, and a new color palette. Teamed up with product developers to update Owler's current web features and develop new functionality. This role gave me great exposure to UX/UI design; web and mobile design; B2C digital and print assets; B2B digital and print assets

January, 2017 - September, 2017

EDUCATION

California Polytechnic State University, San Luis Obispo, CA

BFA in Art and Design; Graphic Design Concentration

June, 2016 *Cum Laude*

Cuesta College, San Luis Obispo, CA

AA in Arts and Humanities

AA in Studio Arts

June, 2014

References available upon request