

# MILES WOOLEN

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ART DIRECTOR / GRAPHIC DESIGNER / BRAND MANAGER / CREATIVE DOER

## / EXPERIENCE

2021 - 2022 / **Walden Security** / BRAND MANAGER

WALDENSECURITY.COM

- Managed all aspects of the brand including visual identity use to ensure consistent brand standards.
- Developed custom marketing materials both internally and externally for advertising, sales, proposals, job fairs, trade shows and more for the Commercial Services Division, Federal Services Division and Command Technology Center using Adobe Creative Suite.
- Lead and developed a brand refresh that pushed and updated the brand to a clean, contemporary aesthetic while retaining the warm, family vibe of the business.
- Involved in branch build-out planning that included designing large-scale wall murals, window and door frost, supervising wall art hanging, choosing wall colors, ordering and organizing marketing and promotional materials and designing exterior signage.
- Developed and maintained strong relationships with vendors, including organizing and maintaining promotional and marketing products in the internal company store.

2015 - 2021 / **University of Denver** / MAGAZINE ART DIRECTOR & SENIOR DESIGNER

DU.EDU

- Art Director and graphic designer for the University of Denver Magazine (4x/year). Designed and implemented new WordPress site for the digital version. magazine.du.edu
- Lead designer for all print ads, brochures, marketing materials, including signage, large-scale banners, and occasional digital assets.
- Developed look and feel and marketing materials for large-scale events including Homecoming and Commencement.
- Managed print production vendors and contract designers, illustrators and photographers.
- Managed the University's visual identity use, reviewing all campus marketing and merchandise materials to ensure consistent use of the brand.
- Provided brand and marketing consultancy and nurtures strong relationships with clients across campus.

2002 - PRESENT / **Woolen Designs** / OWNER, DESIGNER, PHOTOGRAPHER

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- Advertising, marketing and branding for clients including Adams County, Hoag, Matthew Morris Salon, The Clocktower Cabaret, ImagineNation and Floyd's 99 Barbershops.
- Provides brand and marketing consultation.
- Photography: product, people, corporate, commercial.
- Worked contractually for Aquent, BluLab, Stortz Design, Harmony Design and In The Telling.

2005 - 2014 / **5280 Magazine** / DIGITAL PRODUCTION MANAGER

5280.COM

- Designed advertising and advertorial for print, online and newsletter purposes using InDesign, Illustrator and Photoshop.
- Uploaded and designed digital version of print issue to 5280.com using HTML and Drupal.
- Researched, developed and implemented software for digital ad delivery.
- Managed 8 weekly email newsletters for both editorial and marketing purposes using HTML and GUI in SilverPop Engage.
- Shot, edited and produced video content for 5280.com using FinalCut Pro.
- Coordinated all print and digital advertising for each issue.

2001 - 2005 / **Royal Publications** / PRODUCTION ARTIST

## / SKILLS

GRAPHIC DESIGN	●●●●●●
BRANDING	●●●●●●
TYPOGRAPHY	●●●●●●
WEB DESIGN	●●●●●●
PHOTOGRAPHY	●●●●●●
MAGAZINE DESIGN	●●●●●●
EMAIL MARKETING	●●●●●●
VIDEO EDITING	●●●●●●
ADVERTISING	●●●●●●
MAC OS	●●●●●●
ART DIRECTION	●●●●●●
ENGLISH WRITING	●●●●●●
ILLUSTRATION	●●●●●●
INDESIGN	●●●●●●
PHOTOSHOP	●●●●●●
ILLUSTRATOR	●●●●●●
ACROBAT	●●●●●●
PREMIERE	●●●●●●
FINAL CUT PRO	●●●●●●
MS OFFICE	●●●●●●
WORDPRESS	●●●●●●
TRELLO	●●●●●●
SLACK	●●●●●●

## / EDUCATION

2020

**MA / Communications Management**

UNIVERSITY OF DENVER

2000

**BA / English Writing**

UNIVERSITY OF COLORADO

## / VOLUNTEER

2011-14

**Last Note Singers**

TENOR, WEBSITE

- Redesigned logo and website for the grassroots choir in which I also sang.