

# MILES WOOLEN

MilesWoolen.com  
MilesWoolen@Gmail.com  
303.810.5643  
in/miles-woolen

ART DIRECTOR / GRAPHIC DESIGNER / BRAND MANAGER / CREATIVE DOER

## / SUMMARY

Savvy brand manager, art director and marketer with 20 years creating dynamic, engaging graphics, branding and marketing materials for print, digital, environmental, and event branding that includes print ads, direct mail, collateral, online advertising, social media content, and merchandising assets that are consistent across all channels. A smart, creative thinker that makes brands come to life.

## / EXPERIENCE

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

MILESWOOLEN.COM

- Advertising, marketing and branding for clients including Creative Circle, Aquent, Adams County, Hoag, Matthew Morris Salon, The Clocktower Cabaret 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.

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

WALDENSECURITY.COM

- Managed all aspects of the brand including visual identity use to ensure consistent brand standards across all products and channels.
- Designed custom marketing, sales and promotional materials using Adobe Creative Suite.
- 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.
- Maintained strong relationships with colleagues, leadership and vendors with clear, concise, warm, thoughtful communication.

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

DU.EDU

- Art Director for the University of Denver Magazine (4x/year). Designed and implemented new WordPress site at magazine.du.edu.
- Senior designer for all marketing materials, including print, digital, signage and large-scale event promotion (Homecoming, Commencement and other campus-wide events).
- 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.
- Nutured strong cross-campus collaborative relationships.

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

5280.COM

- Designed advertising and advertorial for print, digital and email purposes using Creative Suite.
- Uploaded and designed digital version of print issue to 5280.com using HTML and Drupal.
- Researched, developed and implemented software for website and email 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	●●●●●●
PUBLICATION 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.