

**Darren Beason**

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View Work: beasondesign.com

QUICK GLANCE AT SKILLS

Extensive Communications Experience

My communications experience ranges over 12 years, with over 7 years management experience in the same field. Some of the industries I've touched include finance, b2b, restaurant, health/medical, consumer, real estate and non-profit organizations – and managed (plus hands on) all sorts of projects from websites, tradeshow kiosks, photoshoots, ad campaigns, video production and I perform copywriting for various projects. My biggest strength is creating user experience design and navigation for various multimedia types.

Around the Workplace – Team Player

I'm known to my coworkers and many others at companies to be extremely dependable and collaborative throughout every project I work on. Generally when it comes to complicated projects, such as online or multimedia projects, I see the nuts and bolts as well as the 3-year goal after the project is released.

MY EMPLOYMENT HISTORY

Bio-Rad Laboratories Irvine, CA (08/2006 – Present)**MARKETING COMMUNICATIONS MANAGER »**

Develop communication tactics and strategies for a leading division of an 8000+ worldwide diagnostics manufacturer. One of my primary responsibilities is to manage the worldwide communications efforts by providing guidance, assistance and direction to my communications team, regional marketing managers, and outside vendors. I work with marketing in determining communications strategies that are inline with the overall division goals. Not only do I manage, but I am hands-on for high profile projects and write content for advertisements, customers surveys and more. In the time I have been with Bio-Rad I have completely developed a whole new print ad campaign which has proven successful through customer feedback surveys. Other successes include 35% printing cost reduction, working closely with an outside programmer to build a database for 100+ product catalog for automated insertion into the InDesign catalog files and global translations which reduces production time nearly in half.

Hobbs/Herder Ad Newport Beach, CA (2006)**WEB DIVISION DIRECTOR »**

Manage a team of designers and account executives providing creative direction, mentorship, and overall accountability of team. Some projects included design for top priority clients, creating written guidelines, processes and other efficiency improvements for the team. In the very short time I was there, I was very productive in introducing to the design team a new clean style for UI, art contests to motivate the team, and a few other motivational tactics. As one of my largest projects I left behind and completed, was a total rework of their entire website request questionnaire (our main communication between us and the client), which at one point had clients taking almost 20 minutes to complete. I reduced it down to less than 10 minutes.

LendingTree Irvine, CA (06/2003 – 10/2005)**ART DIRECTOR »**

Worked closely with project leaders, department heads, designers, copywriters, freelance artists and vendors to create and develop both online and offline design projects, including website builds and updates, flash media ads, email campaigns and other email libraries, direct mail, print advertising, brochures, large-format prints for events and other corporate collateral pieces for internal departments. My main responsibility was to serve as the marketing creative manager for the entire company (reporting to the SVP of Marketing), and to provide strategy, branding guidelines/consistency, costs, direction and deliver a high quality product. Also known as the "Branding Police".

Key projects included the HomeLoanCenter.com website design where as project lead I re-structured the core navigation, created timelines for production and built a schedule for a review process of a 150-page website rebuild. In determining this website rebuild, a homepage test showed a 250% increase in application submissions which led us to believe an entire rebuild would boast additional website traffic. I worked closely with SVP of Marketing and President to increase direct mail from 250,000-2.5 MIL per month with various test pieces that usually averaged from 4-5 various control pieces in our library. Maintained a daily relationship with direct mail vendor to approve all proofs, coordinate drop dates and assist the direct mail marketing coordinator. Crucial to the success and quick transition of all corporate collateral, and over a 100 of the legal interactive PDF forms to change from HomeLoanCenter.com to LendingTree following the acquisition in late 2004. Worked closely day-to-day with VP of Facilities to budget, inventory, and perform an annual print-vendor bid on all corporate collateral.



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MY EMPLOYMENT HISTORY continued

Freelance Clients (10/2005 – Current)

A MIXTURE OF HATS »

- L&A Marketing and Advertising (Contract)
- 10th Degree & Jazel (Contract)
- Supplier Excellence Alliance (Client)
- For Star Catering (Client)
- Melton Tackle International (Client)
- Hope for the Helpless (Client)

Cooperative Graphics & Design Irvine, CA (04/2002 - 06/2003)

PARTNER / CREATIVE DIRECTOR »

Partnered with L5 Performance Systems to develop a small design agency. Managed one production artist who managed the in-house printing. Maintained over 10 client relationships on projects ranging from websites, print collateral, logos/corp ID, advertising, email campaigns, flash and large-format printing for trade shows and other events. Developed marketing strategies for driving new business including using elance.com, YellowPages ads, banner ads and direct mail. Created four websites for a ultrasound online reseller which included over 60 product pages and a career website.

L5 Performance Systems Irvine, CA (03/1998 - 04/2002)

SENIOR GRAPHIC DESIGNER »

Responsible for creating all newsletters, brochures, flash presentations, CD-ROMs, client-branded materials and managed, maintained the company website. Created 2-3 co-branded flash presentations per month such as Motorola, Beckman Coulter and BAAN.

Handbill Printers Garden Grove, CA (11/1997 - 02/1998)

PRODUCTION ARTIST »

Worked with a team of eight production artists and designers. Updated catalogs and weekly grocery mailers with new products and pricing to print on large web presses. Ripped files to film with an AGFA and prep them for the stripping department. Created an automobile parts catalog and a restaurant menu.

EDUCATION & TRAINING

Art Institute of So. California (1996 - 1998)
Major: Graphic Design
Laguna Beach, CA

Marymount College (1994 - 1996)
Major: Graphic Design, Fine Art
Achievements: Art Director of Art Magazine
Palos Verdes, CA

RoundPeg (2009)
Course: 3-day Flash Action Script 3

Multimedia Workshop (1999 & 2000)
Course: 4-day Dreamweaver & Flash

UCI Extension (2001)
Course: Interactive Multimedia

New Horizon (1995-1996)
Course: Photoshop, Illustrator & Pagemaker

AWARDS & ACHIEVEMENTS

WebAward 2004
Outstanding Achievement in Website Development

Corazon de Vida Foundation Award 1999 & 2000
Awarded for Outstanding Communication

Mac Design Magazine 2002
Section: Design Makeover
Brief: 1 out of 3 designers re-design an existing piece