

BRANDON CARTER

BRANDING • DESIGN • WEB • ILLUSTRATIONS

BIO

Recognized as an innovative thinker who is highly accomplished in the execution of project objectives. Possess strong leadership and interpersonal skills, flexibility, a strong sense of urgency along with the inclination to adapt quickly. I am comfortable with a variety of design and planning programs, including the Adobe, Microsoft Suites and Smart Sheets.

CONTACT DETAILS



ATLANTA, GA 30331



404.834.3005

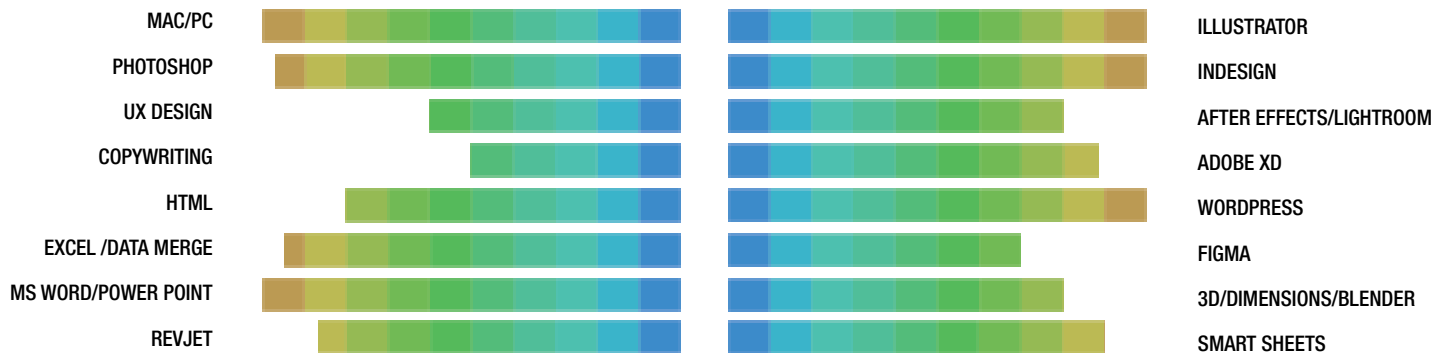


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TECHNICAL SKILLS



WORK EXPERIENCE



Home Depot, Atlanta, Ga | Sr. Digital Designer

2017 – PRESENT

- Create interactive design concepts, layouts, comps, and mood boards.
- Lead creative direction, approve and provide feedback on designer creative.
- Drive new ideas with content, user experience, and engineering teams to create innovative experiences that meet strategic objectives for homedepot.com
- Guide and mentor other designers and serve as a subject matter expert for the design team.
- Content creation for rich content (inline content) via original custom illustrations.
- Maintain and provide ongoing designs of Homedepot.com, promotions, seasonal events, in-store support,,and redesign projects.
- Partners cross-functionally with content, user experience, and business teams.
- Create and maintain various brand guidelines for Homedepot.com.
- Set up and maintain an asset management system.
- Manage/produce various design projects/marketing materials for vendors and store support.
- Prepare images for various media outlets, sales collateral, and website.
- Develop overall strategic creative campaigns that help build equity and customer awareness.
- Responsible for exploration, conceptualization, and execution of design options and solutions.
- Contributed efforts have resulted in \$417,500 in total revenue in 2022.



Home Depot (Your “Other” Warehouse), Atlanta, Ga | Sr. Designer Print & Digital

2015 – 2017

- Work with the merchant and sales team to concept, design, develop, and implement all print, digital, or video-related marketing materials and communications that support the brand strategy.
- Lead creative direction, and drive new ideas that meet strategic objectives for Your “Other” Warehouse.
- Responsible for exploration, conceptualization, and execution of design options and solutions for current business and future business concepts for Your “Other” Warehouse.
- Produce print/digital catalogs and sales collateral to support monthly and annual promotions and branding.
- Develop strategic creative campaigns that help build equity, and customer awareness and maximize revenue.
- Create print and sales material to support company, private label brands, and product campaigns.
- Create and maintain various brand guidelines for Your “Other” Warehouse.
- Develop and implement digital product catalogs for industrial and home improvement exclusive brands utilizing data integration.
- Produce and manage direct-mail marketing, web marketing, and organization eblast.
- Set up and maintain an asset management system.

Toto USA, Morrow, Ga | Graphic/Web Designer

2014 – 2015

- Manage design projects, project budget, vendors, and project meetings.
 - Produce various marketing materials for products.
 - Prepared images for various media outlets and websites.
 - Ready files for pre-press production, including color separation, trapping, trim & bleeds.
 - Produce sell sheets, installation instructions, trade show graphics and material, product guides, product brochures, large format graphics, and various print and web advertisements.
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Ims/Home Depot | Graphics Production Artist | Store Design, Merchandising

2012 – 2014

- Planned and designed retail floor plans, signage layouts, and placement.
 - Produced online elements for The Home Depot website and vendors.
 - Set up and maintained print files for FTP upload.
 - Readied files for pre-press production, including color separation, trapping, trim, typesetting & bleeds.
 - Set up in-store renderings for select store refreshes.
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Freelance Projects | Contract Graphic Artist | The Creative Group

2010 – 2017

- Dealing with corporate identity, web design, print design, UX design, and branding.
- Implementing marketing strategies for small businesses.
- Creative direction and decision making.
- Produce custom graphics and artwork for corporate communications.

- The Athlete's Foot US/Global
 - Carters & Associates, Atlanta, GA
 - Syntaxx Communications, Atlanta, GA
 - Mc Strategies, Atlanta, GA
 - Damballa, Inc., Atlanta, GA
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Cooper Controls, Peachtree City, GA | Marketing Communications Specialist

2009 – 2010

- Assisted the sales and marketing team with communications media, point-of-sale graphics, and advertising materials.
 - Planned and executed the archival system for well-organized storage of pictures and all documents, and re-formatted files.
 - Produced graphics and prepared images for media and websites.
 - Readied files for pre-press production, including color separation, trapping, trim & bleeds.
 - Produced sell sheets, installation instructions, trade show material, product labels, product packaging, product guides, and artwork for shipping boxes.
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Georgia Pacific, Atlanta, GA | C.I.X. (Customer Innovation Experience) Marketing Coordinator

2007 – 2009

- Assisted meeting development and team planner(s) with preparation.
- Produced interactive media for large-screen displays, graphics, flash animations, PowerPoint presentations, point-of-sale graphics for sample displays, and large-format signage.
- Planned and executed the archival system for well-organized storage of pictures and all documents, and re-formatted files.
- Prepared the marketing space for meetings, setup, and breakdown exhibits.
- Managed and executed IT or technical support for the marketing space; tasks include programming computers, routing audio and video, and solving technical issues for the sales team and customers.