



Brady D. Salois

SENIOR GRAPHIC DESIGNER

WORK EXPERIENCE

Senior Graphic Designer

PLUM DIRECT MARKETING, MARCH 2015-PRESENT

Digital Design:

- Primary responsibility to review client's current logo and recreate in Illustrator if quality is not sufficient for web & print
- Choose color palette and typefaces to be used on client's website to ensure brand consistency
- Design branding packages: logos, business cards, letterhead, envelopes and any additional branding collateral such as whitepaper downloads, brochures, newsletters
- Provide web developers with design direction and mock-ups for new website template builds.

Internal Marketing:

- Design whitepapers summarizing products, plans, and specials offered.
- Create graphic assets to be used in blog posts, email blasts, powerpoint shows, social media posts.

Direct Mail:

- Design postcards, fold over invitations, envelopes, trifold brochures, newsletters
- Quality Control: Train new employees, review team member's work for accuracy & to confirm designs meet printing standards & capability of our print facility
- Prepress: compose mail pieces utilizing XMPie and conduct a final quality control check before production
- Handle the design of direct mail and landing pages for a high priority account as well as correspond with their marketing manager

Board Member (Volunteer)

LIGHTHOUSE ANIMAL SHELTER, OCTOBER 2015-PRESENT

- Designed & organized the process for volunteers to complete adoption applications
- Design apparel & merchandise: stickers, buttons, clothing
- Organize online fundraisers including copy & graphics

Production Artist

AHEAD, LLC, JANUARY 2014-AUGUST 2014

- Created designs to be embroidered on golf apparel: hats, tshirts, backpacks, jackets
- Cultivated professional relationships with other departments to create open dialogue & investigate how my initial design would impact the process of creating the final product

413.949.1842

bradysaloisdesign@gmail.com

bradysalois.xyz

SKILLS

SPECIALTIES

Branding Design

Logo Design

Layout Design

Problem Solving

Quick Turn Around

TOOLS

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Microsoft Office

EDUCATION

Bachelors of Arts

Concentration in Graphic Design

BRIDGEWATER STATE UNIVERSITY, 2009-2013

Coursework: Graphic Design I, II, III, Advanced Graphic Design, Senior Art Seminar, Drawing I & II, Photography I, 2D Design, 3D Design, Web Art I, Painting I