



# BRIAN PALUBIAK

LinkedIn

330.697.4990

brian@briandesign.net

www.briandesign.net

## Education

**The University of Akron**

BFA - Graphic Design

Minor: Digital Imaging

Awards: Dean's List

**Kent State University**

BFA - Painting

## **Becton Dickinson** Art Director - Freelance

2023 - Present | Design trade show and internal collateral for one of the largest global medical device companies in the world.

Provide the marketing and sales team with deliverables that adhere to the Fortune 500 company's precise brand guidelines.

## **The Better Being Company** Sr. Graphic Designer

2022 - 2023 | Refreshed and propelled brand identities for a \$319+ million/year company's health, wellness, and beauty lines.

Proposed and initiated a decrease of expenses to the VP of marketing and team by bringing creative and brand evolution in house.

Furthered my knowledge of how to successfully apply marketing and copy writing to design through cross collaboration with brand managers.

Worked along side the Creative Director, in strategy and direction of in house designers and contractors.

## **OpenComp** Brand Designer - Contract

2021 - 2022 | Met specific needs of the marketing team by designing and writing a complete visual brand guide. This collaborative effort helped to grow the start-up's revenue 5x, with an increase of 1-5 million from 2021-2022.

## **Gubernatorial Campaign** Creative Director - Contract

2020 | Responsible for creating and ensuring consistency in visual brand and voice across all platforms of media.

Met tight deadlines within a high demand and ever changing environment through coordination of the candidate, strategists, writers, and vendors.

## **MRM//McCann** Art Director - Freelance

2019 - 2020 | Worked with a fast paced global marketing agency to create ads for Fortune 500 companies across multiple industries.

## **OrthoGrid Systems** Art Director

2018 - 2019 | Establishing, implementing, and directing corporate and product identity for intelligence guided orthopedic technologies.

Worked alongside the Director of Marketing and C-Suite in developing OrthoGrid's corporate identity that helped lead to a 100% increase in sales within 1 year.

## **Bard Access Systems (Becton Dickinson)** Graphic Designer

2013 - 2017 | Collaborated with multiple departments in creating marketing collateral for a Fortune 1,000 medical device company.

2016 Marketing Impact Award, 2 Graphic Design USA Awards, 4 Platinum Hermes Awards.

Played an integral role in re-designing Bard Access Systems' website, resulting in a traffic increase of 40% within the first year of launch.