



# BRIAN PALUBIAK

LinkedIn

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## Programs

### Adobe Creative Suite:

\_Indesign

\_Illustrator

\_Photoshop

\_After Effects

\_XD

\_FireFly

### Microsoft Office:

\_PPT

\_Word

### Open AI:

\_DALL·E

\_ChatGPT

## Education

### The University of Akron

BFA - Graphic Design

Minor: Digital Imaging

Awards: Dean's List

### Kent State University

BFA - Painting

## About

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Creativity goes well beyond a career objective, it spans into all aspects of my daily life. With a comprehensive education and background in the Fine Arts and Graphic Design, I have a distinctive approach to problem solving that attracts attention and drives results. Throughout my career I've achieved critical acclaim while contributing to the success of businesses ranging from start-ups to Fortune 500s. My award winning designs have been published and received national and international recognition. I am grateful to have had the opportunity to share and learn from other marketing and creative professionals. My accomplishments are a testament to the belief that collaboration is the key to success.

### Becton Dickinson Brand and Design Consultant

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

### 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.

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

### OpenComp Brand Designer - Contract

2021 - 2022 | Designed and wrote 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 within a high demand and ever changing environment.

### 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.

Presented a further developed corporate identity to the C-Suite 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.

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