

BryanDilts

graphic design portfolio

ART DIRECTION // GRAPHIC DESIGN

SUMMARIZED EXPERIENCE

12 years building brands, anticipating end-user needs, and delivering creative for education, healthcare, manufacturing, financial, social service, technical, and retail sectors. Directorial, creative, and production talents honed with professional credibility and self-management competencies. Corporate and agency results-oriented experience working with Fortune 500 and start-ups alike. Unobstructed creative vision tethered to a life-long passion to communication through design and artistry.

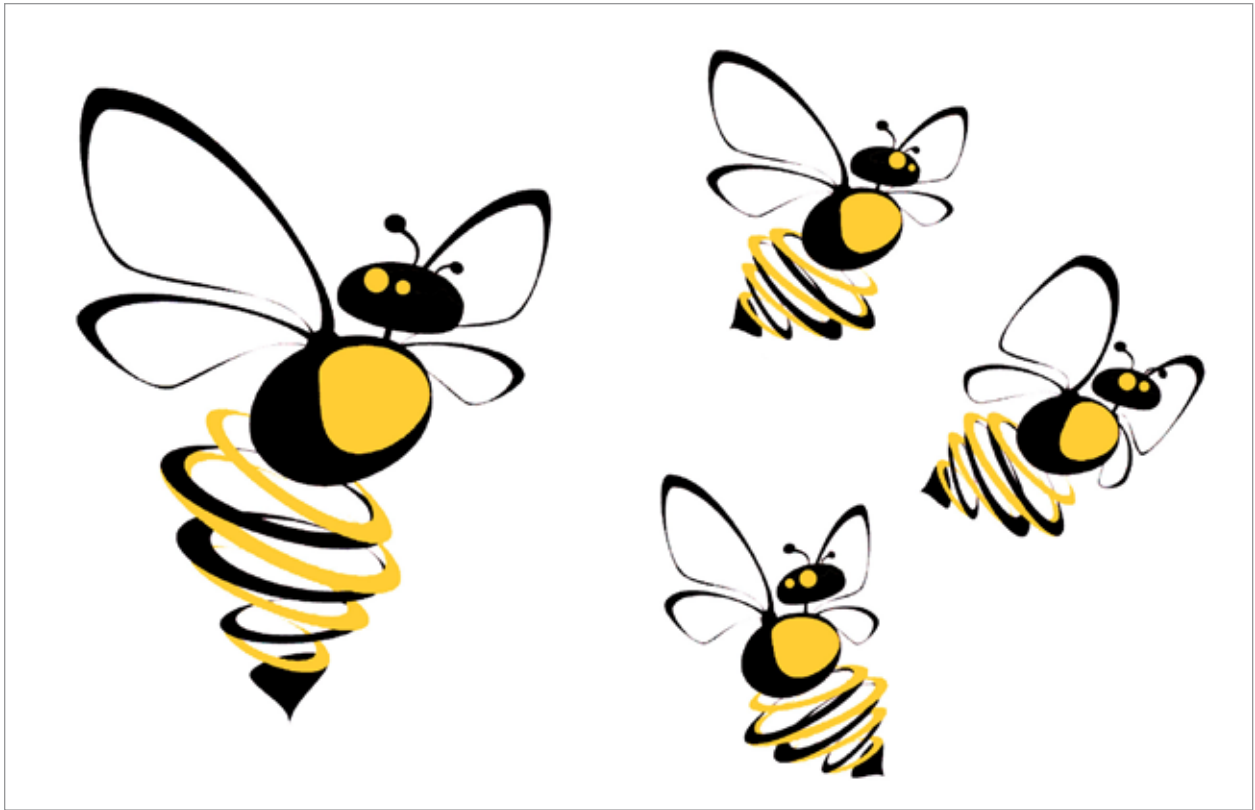


Bryan Dilts :: Branding 01

| | |
|-------------------|------------------------|
| Client | Compass Flooring Ltd. |
| Sector | Manufacturing |
| Studio | IQ Inc. |
| Creative Director | Patrice Banton |
| Project | International re-brand |

My role

Providing IQ's creative director with thumbnail renderings and stock-photo globe examples, leading to rough digital mocks which detailed the text and metallic treatments. Preparing final art in 1 color, 2 color, grayscale, and 4 color varieties. Helping with the production of related marketing materials.



BryanDilts :: Branding 02

Client
Sector
Studio
Designer
Project

Bee-trade.com
E-commerce
WSMI.com
Bryan Dilts
Character development

My role

Producing a project character to ensure artwork met client needs and expectations. Providing hand-rendered illustrations for approval before proceeding to digital roughs and final art. Considering overall impression in each element (wings, antennae, stinger, etc.) and tested at various stages of character “flight”. Preparing final art in Adobe Illustrator.

CREATURE COMFORTS

est. 1992

pet care services



Bryan Dilts :: Branding 03

| | |
|-------------------|----------------------|
| Client | Creature Comforts |
| Sector | Pet care |
| Studio | Bryan Dilts Graphics |
| Creative Director | Bryan Dilts |
| Project | Re-branding |

My role

Simplifying existing glyph and introducing new typography. Digital roughs providing a natural palette to meet client's wishes. Final art prepared to suit a variety of purposes.



WE EMPOWER THE
NATION'S WORKFORCE



Bryan Dilts :: Branding 04

| | |
|--------------|-----------------------|
| Client | CE Technologies, Inc. |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Re-brand |

My role

As senior designer, acting as creative lead following branding requirements set by CE's VP of Marketing. Following project charter and presenting digital mock-ups for approval to senior management team, gaining approval to proceed to final art. Determining color palette, selecting fonts, and creating and implementing graphic standards.



Bryan Dilts :: Branding 05

| | |
|--------------|-------------|
| Client | NBSA |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Branding |

My role

Writing the creative brief and supervising the graphic designer who prepared the logo and corporate seal concepts. Finalizing the creative and providing instruction to prepare the final art. Creating graphic standards to include complete palette, stationary package, and font selection.

CAREER TRANSITIONING



Bryan Dilts :: Branding 06

| | |
|--------------|-----------------------------------|
| Client | NBSA |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Career Transitioning ETC branding |

My role

Creating a product signature with a badge that could be used as a background graphic. As creative lead, working closely with the copywriter to create the ETC abbreviation. Prepared initial concepts through to final art.

Poptronik



Bryan Dilts :: Branding 08

| | |
|-------------------|--------------------------|
| Client | Poptronik |
| Sector | Entertainment |
| Studio | Bryan Dilts Graphics |
| Creative Director | Bryan Dilts |
| Project | Branding / Site Concepts |

My role

Providing logo concepts and digital roughs to suit demographics and client expectations.

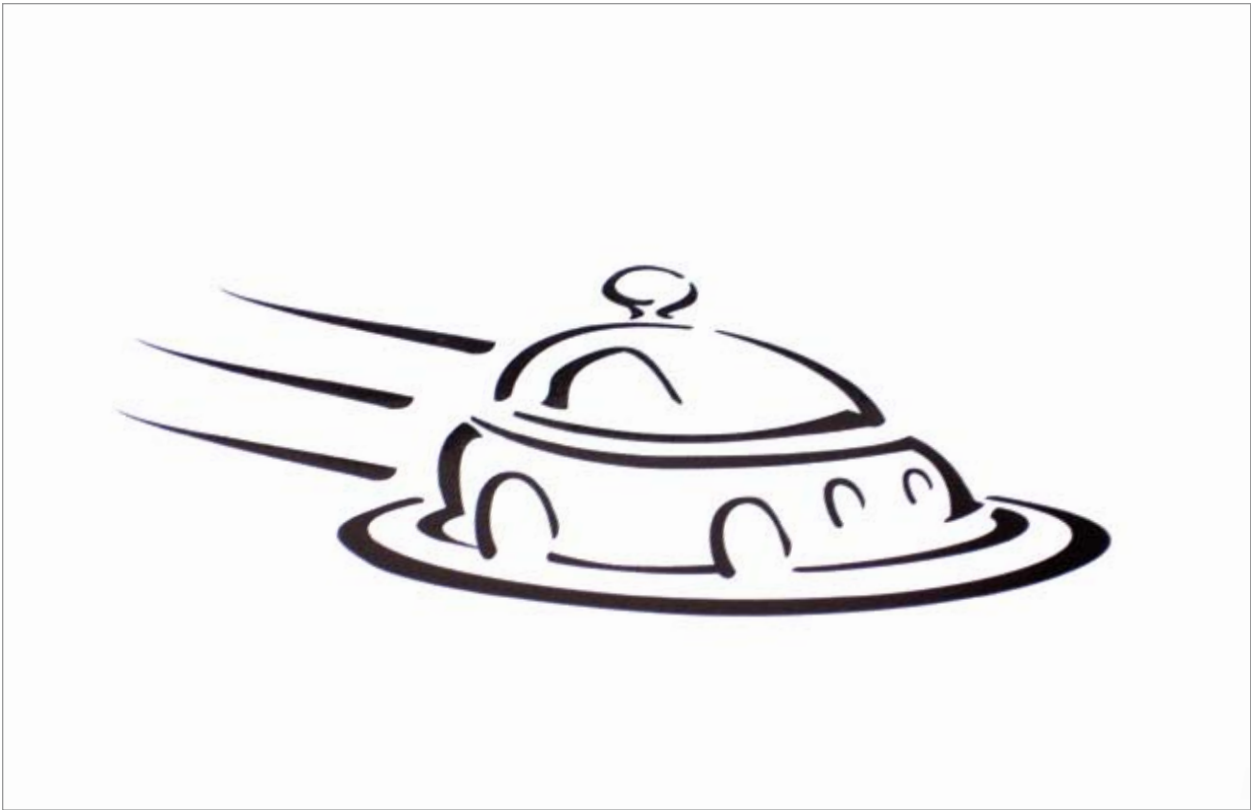


Bryan Dilts :: Branding 09

| | |
|-------------------|----------------|
| Client | CARA Foods |
| Sector | Food Service |
| Studio | IQ Inc. |
| Creative Director | Patrice Banton |
| Project | Branding |

My role

Following project charter provided by creative director to produce thumbnail concepts, digital roughs, and final art.



BryanDilts :: Branding 10

| | |
|-------------------|-----------------|
| Client | Dinner's Served |
| Sector | Food Service |
| Studio | IQ Inc. |
| Creative Director | Patrice Banton |
| Project | Branding |

My role

Working with a marker rough provided by creative director to prepare final art that merged the image of a serving platter with a VW bug, in motion.



Bryan Dilts :::: Print 01

| | |
|--------------|-----------------------|
| Client | CE Technologies, Inc. |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Corporate Brochure |

My role

Managing all production and creative, including: providing direction to copywriter, selecting stock photography, retouching and close-cropping photography, redrawing screen grabs, determining document size and fold, acquiring printing quotes, and preparing final artwork.

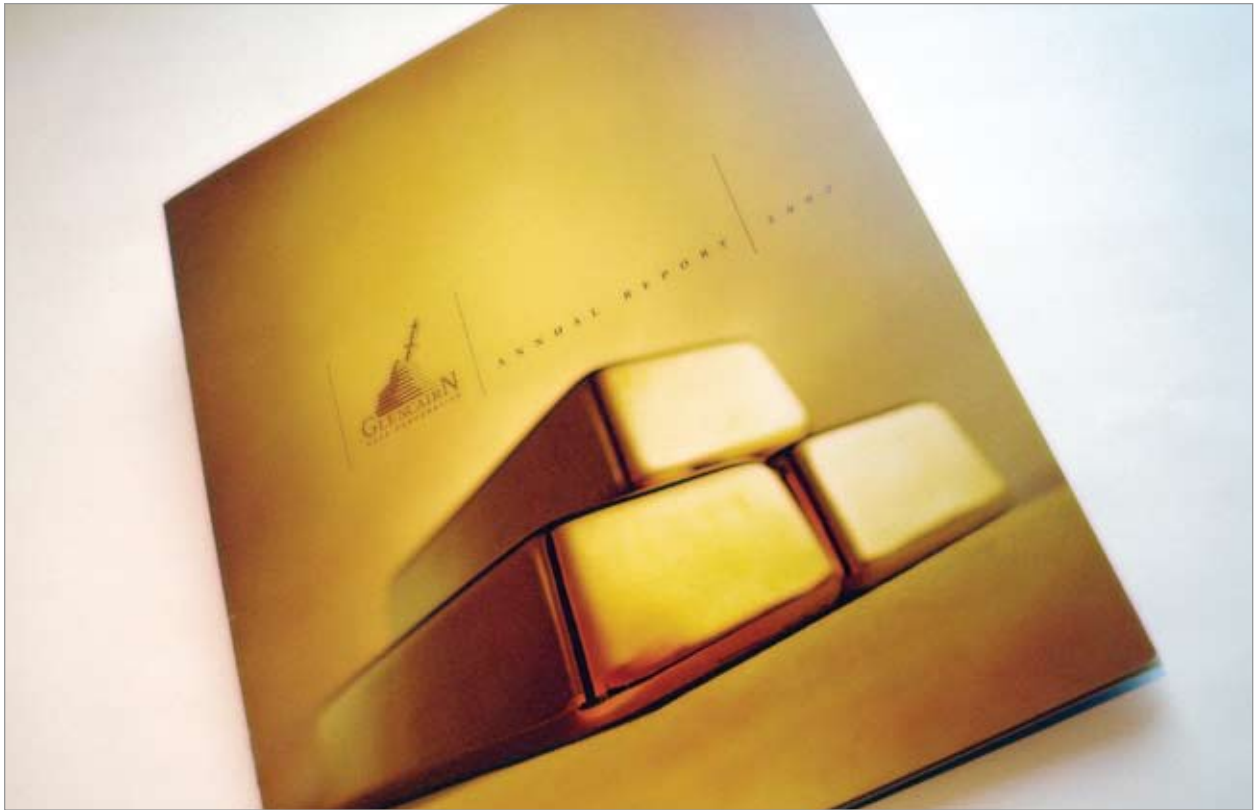


Bryan Dilts :: Print 02

| | |
|-------------------|-------------------|
| Client | Toronto Electric |
| Sector | Manufacturing |
| Studio | Macrae Design |
| Creative Director | Fiona Macrae |
| Project | Marketing Package |

My role

Working with the creative director and senior designer in a production role to produce a full suite of marketing materials.



Bryan Dilts :: Print 03

| | |
|-------------------|----------------|
| Client | Glencairn Gold |
| Sector | Mining |
| Studio | Macrae Design |
| Creative Director | Fiona Macrae |
| Project | Annual Report |

My role

Working from marker rendered layouts, in a production role, teaming up with the senior graphic designer, positioning text, retouching photos, redrawing maps, and handling financial data.



Bryan Dilts :: Print 04

| | |
|-------------------|---------------------|
| Client | Altro Safety Floors |
| Sector | Manufacturing |
| Studio | IQ Inc. |
| Creative Director | Patrice Banton |
| Project | Details Newsletter |

My role Followed standard templates, in a production role, retouching photos, positioning text, and drawing charts.

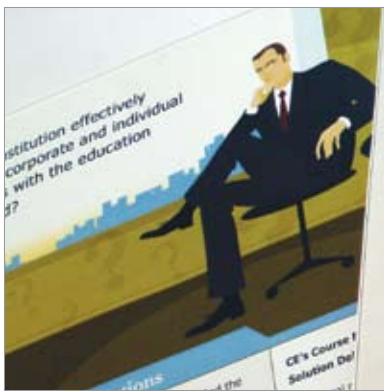


Bryan Dilts :: Print 05

| | |
|-------------------|---------------------|
| Client | Mold Masters |
| Sector | Manufacturing |
| Studio | IQ Inc. |
| Creative Director | Patrice Banton |
| Project | Hot Runner Brochure |

My role

Graphic design and production with direction from the creative director, retouching stainless steel objects, manipulating photos, placing text, and working with exported CAD illustrations as graphic elements.



Bryan Dilts :: Print 06

| | |
|-------------------|-----------------------|
| Client | CE Technologies, Inc. |
| Sector | Education |
| Studio | Bryan Dilts Graphics |
| Creative Director | Bryan Dilts |
| Project | Job Interview Test |

My role

Prepared info sheets in application for employment, by editing copy, writing headlines, reworking the corporate brand, sourcing and manipulating stock illustrations, and choosing a palette.



Bryan Dilts ⋮ Print 07

| | |
|--------------|----------------------|
| Client | NBSA |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Direct Mail Campaign |

My role

As creative lead and art director, I took the project charter from the VP of Marketing and gave direction to a freelance copywriter, handling all creative and production responsibilities myself from stock-photo selection to preparing final art.

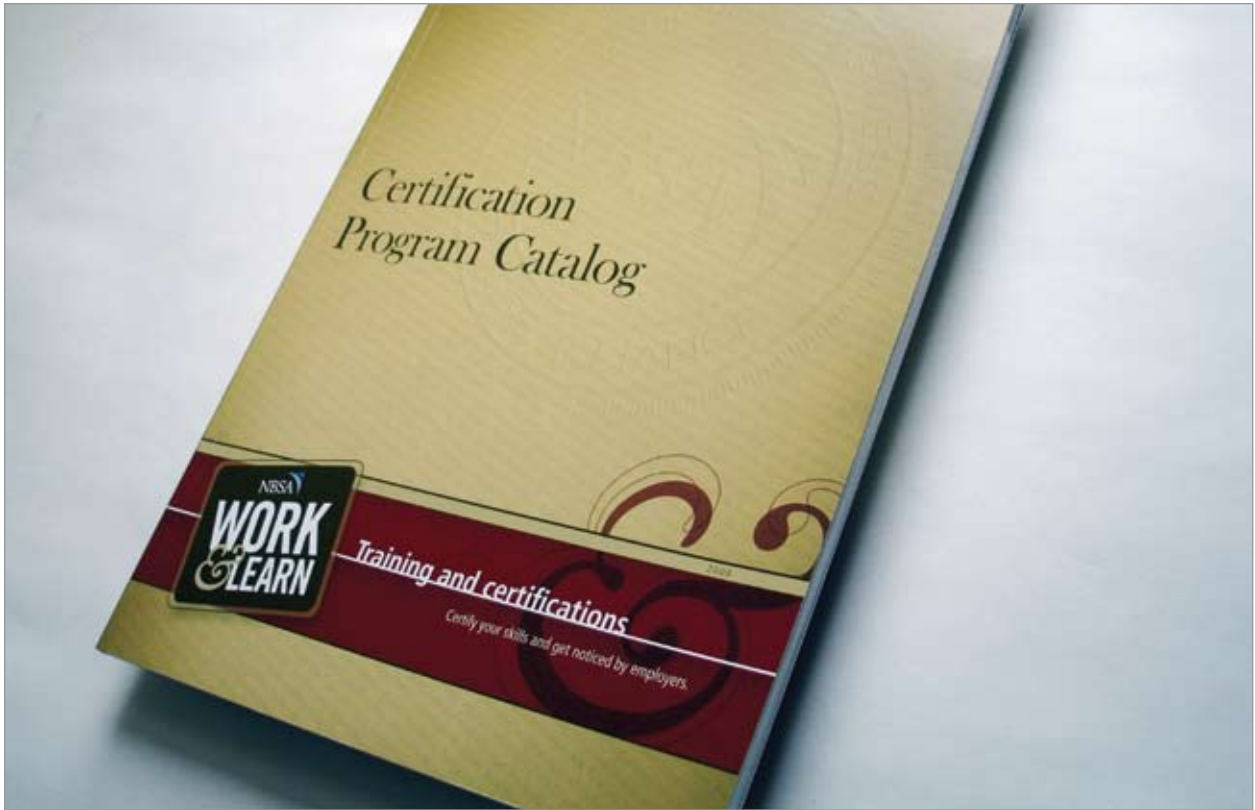


Bryan Dilts :: Print 08

| | |
|--------------|-----------------------------|
| Client | Central Michigan University |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Business Center Brochure |

My role

Following client graphic standards while providing art direction to senior graphic designer and overseeing copywriting, and information design.

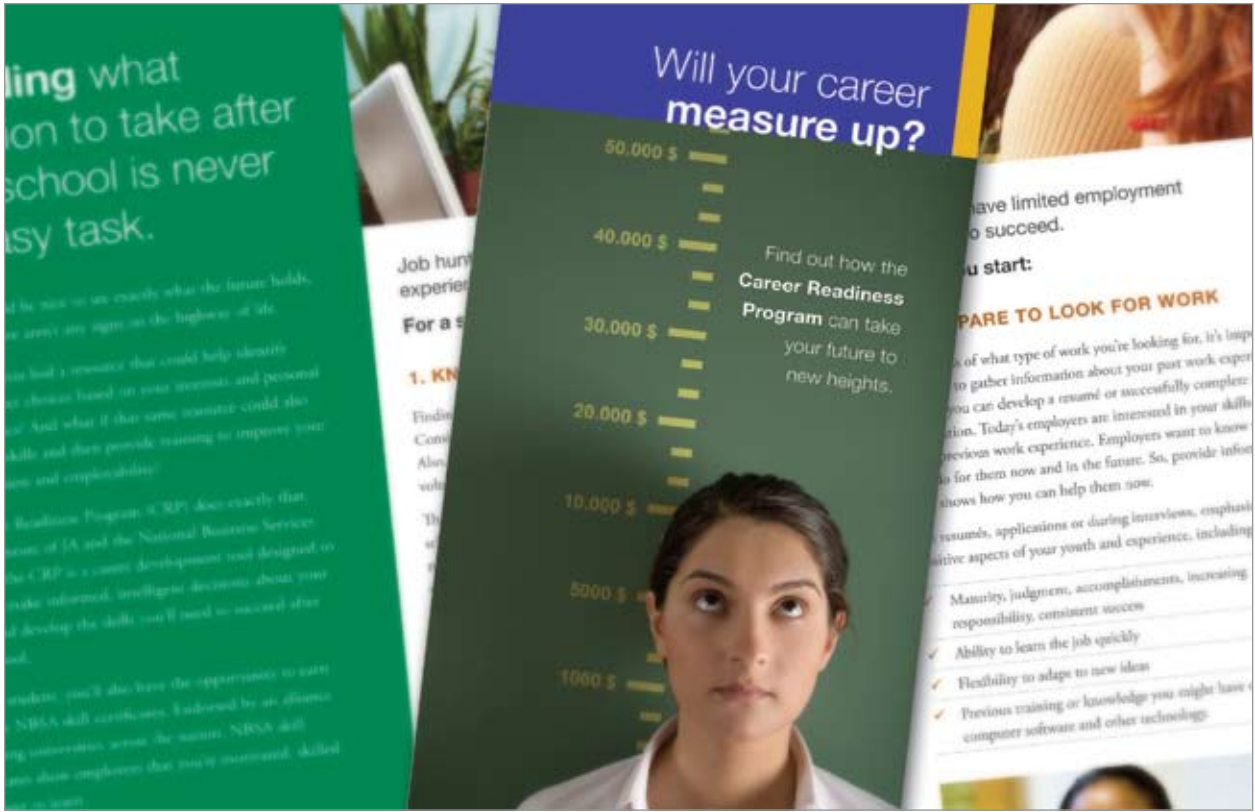


Bryan Dilts :::: Print 09

| | |
|--------------|----------------------|
| Client | NBSA |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Work & Learn Catalog |

My role

Providing art direction for custom photo shoot, copywriting, and graphic design, maintaining project budget, getting printer quotes, retouching photos, placing text, setting styles, selecting stock, and going to press approvals.

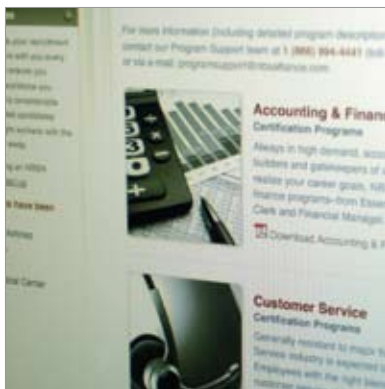


Bryan Dilts :::: Print 10

| | |
|--------------|--------------------|
| Client | Junior Achievement |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Brochure Concepts |

My role

Providing concepts for new business development through art direction for freelance graphic designers and copywriters. Drove the creative through a detailed brief, critical reviews, and team sessions.



Bryan Dilts :: Web 01

| | |
|--------------|-------------------|
| Client | NBSA |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Corporate Website |

My role Writing the project charter, constructing the site map, storyboards, and managing the copywriting and html and flash development. Providing art direction to senior designer for main and child pages, proofing development, and submitting for review.



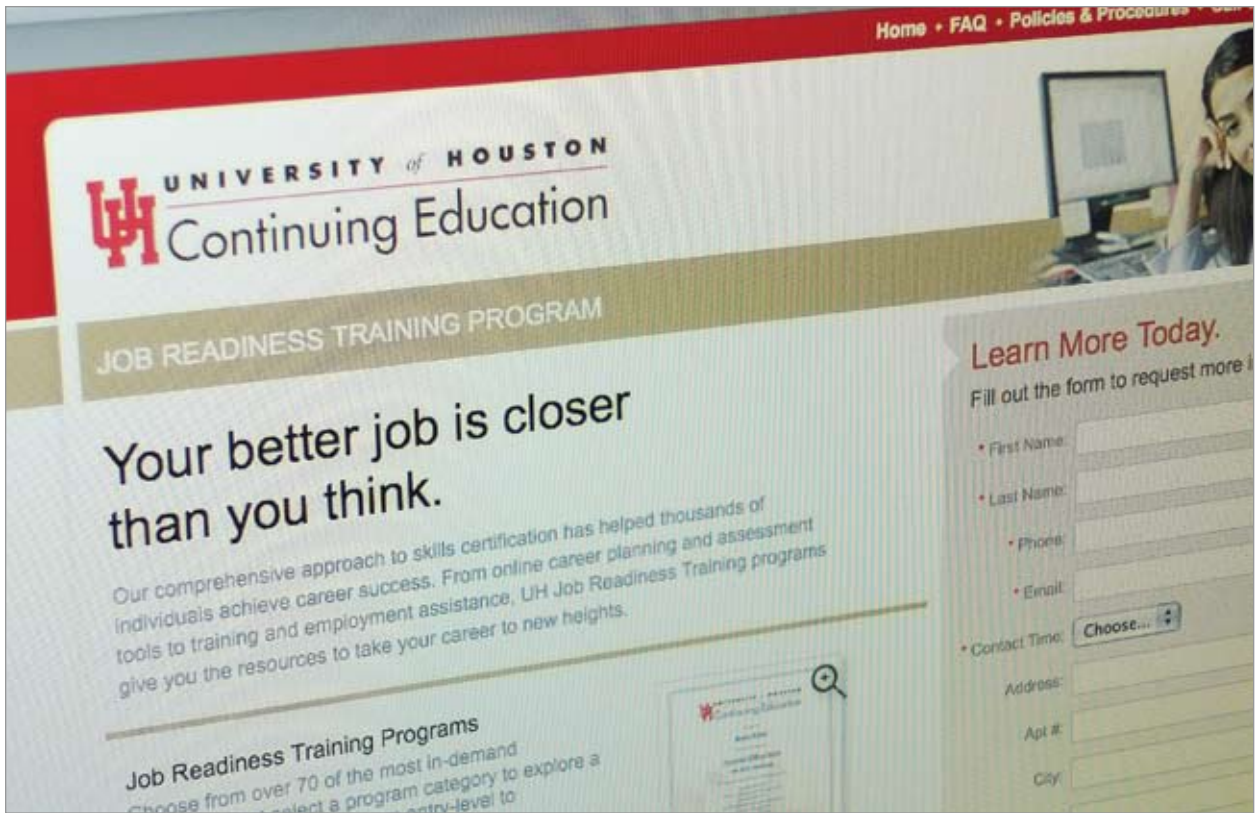
Bryan Dilts :: Web 02

Client
Sector
Studio
Art Director
Project

California State University, Sacramento
Education
CE / NBSA
Bryan Dilts
Career Skill Center Site

My role

Writing the project charter, constructing the site map, storyboards, and managing the copywriting and html and flash development. Providing art direction to senior designer for main and child pages, proofing development, and submitting for review.

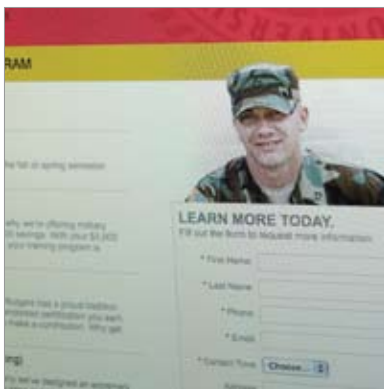


Bryan Dilts :: Web 03

| | |
|--------------|-----------------------------|
| Client | University of Houston |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Job Readiness Training Site |

My role

Writing the project charter, constructing the site map, storyboards, and managing the copywriting and html development. Designing main and child pages to follow graphic standards, proofing development, and submitting for review.



Bryan Dilts :: Web 04

| | |
|--------------|---------------------------------------|
| Client | Rutgers University |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Military Spouse Training Program Site |

| | |
|---------|--|
| My role | Writing the project charter, constructing the site map, storyboards, and managing the copywriting and html development. Designing main and child pages to follow graphic standards, proofing development, and submitting for review. |
|---------|--|

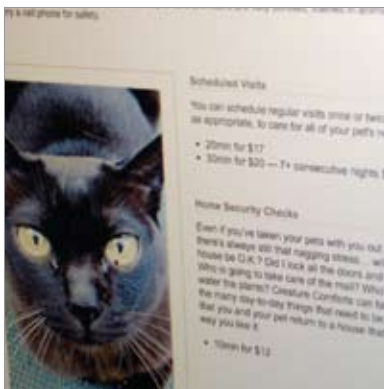


Bryan Dilts :: Web 05

| | |
|--------------|-------------------------------|
| Client | NBSA |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | Career Transitioning ETC Site |

My role

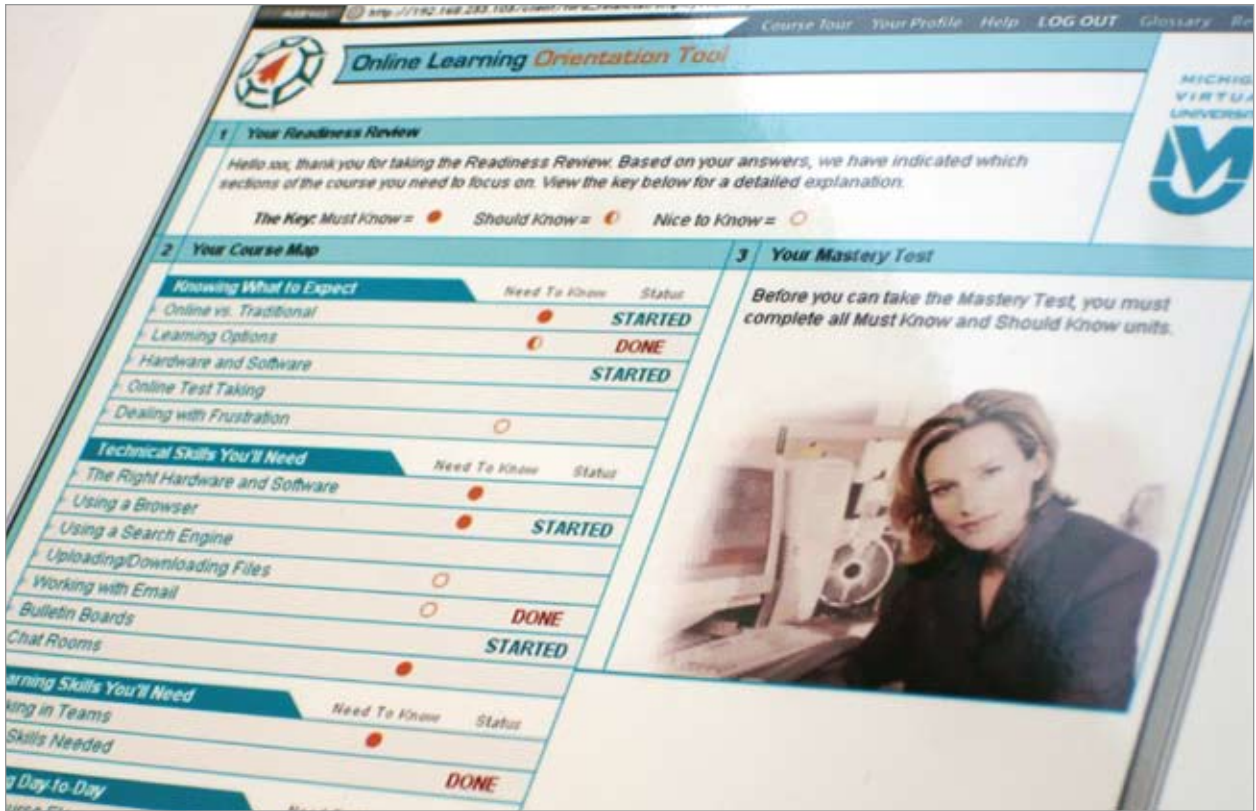
Following the project charter from the VP of Marketing, constructing the site map, storyboards, and managing the copywriting and html development. Designing main and child pages to follow graphic standards, proofing development, and submitting for review.



Bryan Dilts :: Web 06

| | |
|-------------------|---------------------------|
| Client | Creature Comforts |
| Sector | Pet care |
| Studio | Bryan Dilts Graphics |
| Creative Director | Bryan Dilts |
| Project | Creature Comforts Website |

My role Writing the project charter, constructing the site map, storyboards, and managing the copywriting and html development. Designing main and child pages to follow graphic standards, proofing development, and submitting for review.



Bryan Dilts :: Web 07

| | |
|-------------------|---------------------------------------|
| Client | Michigan Virtual University |
| Sector | Education |
| Studio | tip Interactive |
| Creative Director | Scott Culling |
| Project | Online Learning Orientation Tool Site |

My role

Following direction from the creative director in a web design/production role to aid in designing the page layout, branding, iconography, and stock photo selection and retouching.



Bryan Dilts :: Web 08

Client
Sector
Studio
Creative Director
Project

Visteon
Manufacturing
tip | Interactive
Scott Culling
Resource Guide Site

My role

Following direction from the creative director in a web design/production role to aid in designing the page layout, adhering to strict graphic standards, selecting stock photo selection, close-cropping and retouching, and building the HTML.



Bryan Dilts :: Web 09

| | |
|-------------------|------------------------|
| Client | The B.A.D. Ride |
| Sector | Charitable Event |
| Studio | Bryan Dilts Graphics |
| Creative Director | Bryan Dilts |
| Project | The B.A.D. Ride 6 Site |

My role

Pro bono work to assist the Distress Centre of Toronto. Reworking the site map, providing creative concepts for page layout, photo retouching, and overseeing the HTML development,



Bryan Dilts :: Web 10

| | |
|--------------|---------------------------|
| Client | NBSA |
| Sector | Education |
| Studio | CE / NBSA |
| Art Director | Bryan Dilts |
| Project | E-mail marketing campaign |

My role Following the project charter from the VP of Marketing, constructing the site map, storyboards, and managing the copywriting and html development. Designing main and child pages to follow graphic standards, proofing development, and submitting for review.

ESTABLISHING FOCUS

Researching, learning and adapting to business needs to devise credible results that stand out from the competition. Introducing a logical, systematic and sequential approach of project charters, creative briefs, and kick-off meetings to ensure creative aligns with business strategy while cutting rework, trimming effort and improving the end product.

DEVELOPING AND EMPOWERING OTHERS

Inspiring collaborative, no-holds-barred brainstorming sessions, improving employee retention, boosting creativity, and overall team function. Reviews to acknowledge performance and address skill gaps with constructive feedback.

PREVENTING AND SOLVING PROBLEMS

Identifying problems or situations before they present themselves and establishing a contingency plan based on conceptual and strategic thinking. Developing, maintaining and adhering to graphic standards, quality assurance best-practices, and consistent communication to limit problematic issues.

OBTAINING RESULTS

Impacting and influencing results with initiative, thoroughness, and decisiveness. Establishing a goal and meeting or exceeding it with exceptional creative prowess and technical knowledge. Keeping the business strategy at the forefront while nurturing creative thought and fostering innovation through the conceptualization, design and production of superior B2B and B2C materials.



CONTACT

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