



PATRICK PALMA

ART DIRECTOR | DESIGNER

www.ppalma-design.co

ppalma.design@gmail

(740) 381-1227

EXPERIENCE

DICK'S SPORTING GOODS ART DIRECTOR | DESIGNER

2019-PRESENT

- Leading quarterly, full-funnel marketing campaigns
- Art directing on-location & in-studio shoots, inclusive of photography + video & product
- Overseeing campaign production creative to ensure quality & adherence to creative campaign strategy + approach
- Developing campaign + seasonal toolkits to give visual guidance to creative production partners
- Collaborating with marketing partners + business stakeholders to understand their requests & objectives
- Managing + mentoring designers, providing guidance & feedback on their work
- Presenting creative concepts & proposals to marketing partners + business stakeholders
- Developing visual solutions for various mediums + platforms
- Piloting AI initiatives with continuous exploration into how we can leverage the technology for production efficiencies

OGDEN NEWSPAPERS INC. GRAPHIC DESIGNER

2015-2019

- Creating + revising print & web advertisements for local business as well as large corporations
- Editing + manipulating images, text, & any other design elements to meet the advertiser's requests
- Leading ad campaigns, individually & in collaborate groups
- Working extensively within Adobe InDesign, Photoshop & Illustrator
- Training + mentoring new designers

PPALMA.DESIGN FREELANCE DESIGNER

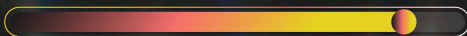
2015-PRESENT

- Corresponding with clients to understand the entire scope of the project from the deadlines to their goals, from concept to completion.
- Creating logos, advertisements, apparel design, album artwork & various other branding elements

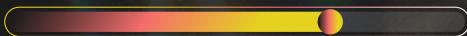
ART DIRECTION



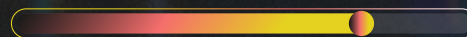
GRAPHIC DESIGN



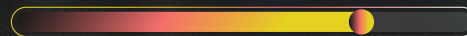
VIDEO | MOTION DESIGN



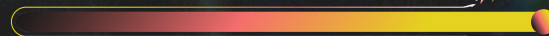
CAMPAIGN DEVELOPMENT



CONCEPTUAL PRESENTATIONS



EATING PIZZA



TECHNICAL PROFICIENCY

Ability to work on both Mac & PC. Advanced experience with Adobe Creative Suite from graphic design to video + motion editing. Adept knowledge of web coding languages such as HTML, CSS, JavaScript, and jQuery. Familiar working within Microsoft Office Suite, Figma, Miro, Adobe Express etc.

EDUCATION

The Ohio State + DeVry University
Bachelor of Science | June 2015
Multimedia Design & Development

Summa Cum Laude
2015 Graduating Class Leadership Award