



CONTACT: IVAN FOX / SPACEOFFTHENET@GMAIL.COM

ABOUT ME: MY BEST QUALITIES ARE ASSOCIATED WITH MY QUICK LEARNING ABILITY AND CREATIVE AESTHETIC, WHICH STRONGLY SHOW IN MY WORK. I PRIDE MYSELF IN DISCOVERING NEW THINGS, MY WILLINGNESS TO LEARN, AND ADAPTIVE DESIGN STYLE. I THRIVE IN FAST PACED ENVIRONMENTS, CREATIVE THINKING, AND I HAVE THE ABILITY TO WORK INTERDEPENDENTLY AS WELL AS IN TEAMS.

CAREER CHRONICLES ✖

B2I DIGITAL | SENIOR DIGITAL DESIGNER

8/2023 ~ PRESENT

- ✦ Design and maintain the many conference data and creative between hundreds of clients, B2i Digital website, and all B2i Digital social media
- ✦ Consistently create assets for press releases, social media announcements, and the B2i Digital website for both company and client projects
- ✦ Ensure Featured Company and Featured Expert artwork seamlessly mesh with our B2i Digital brand guidelines, integrating UI/ UX and editing approach not only upholding brand consistency but also amplifying client visibility
- ✦ Enhanced social media engagement by strategically liking and sharing content across 11 diverse social media platforms to boost brand visibility
- ✦ Managed and developed YouTube content, including video editing and page maintenance, to enhance digital presence
- ✦ Create printed flyer, large conference banners, business cards, signage for various use cases, digital ads and so much more successful work

BHFO | GRAPHIC DESIGNER/ PHOTO EDITOR/ WAREHOUSE

10/2017 ~ 3/2023

- ✦ My main function at BHFO is to edit, embellish, and manipulate (600+) photos daily for multiple e-commerce websites, our in-house site, other departments within BHFO, and BHFO marketplaces
- ✦ Propose and establish photo and editing guidelines that profitably saved time and capital for the BHFO brand, photo and editing departments
- ✦ Heavily assist other departments on a daily basis such as stocking, warehouse, fulfillment, and media check
- ✦ Construct a successful re-brand of BHFO's identity with the intent to execute a newly elegant, high class, and premier fashion trademark. Including a huge scope of project assets, in-house custom boxes, marketing material, stickers, in-house and marketing email templates, mailers, business cards, social media, website, Amazon exclusive products, Ebay marketplaces, multi-size ads for digital advertisement, and much more
- ✦ Successfully achieve new ideas and mocks for seasonal advertisement such as the "BHFO's Summer Sale" which included a new supplementary brand summer logo, responsive email templates, social media takeover, website and landing page takeover, textures, styles, and themes
- ✦ Actively generate weekly sale emails with Klaviyo framework, social media posts, videos and execute ideas with in-house imagery, stockphoto, and quick photography sets that featured BHFO's beloved brands such as BCBG, Steve Madden, Jessica Simpson, and more

MASSMEDIA | CONTRACT DESIGNER

6/2016 ~ 9/2016

- ✦ Work on multiple projects ranging from new creative, layout edits, photo research, artwork resize, and e-blasts on several accounts, such as DHPI, HCPNV, Las Vegas Sands, Las Vegas Dome, Massmedia Health, McDonalds, and South West Gas
- ✦ Collaborate with fellow creative team members to gain deeper understanding of all current and incoming client projects, ensure adherence to each brand's guidelines, and our designated roles for each project
- ✦ Establish composure during busy days and maintain a work flow that successfully fulfills all incoming daily deadlines in a timely manner
- ✦ Go beyond the line of work expectations including after hours to complete what is necessary for next day success

VIRGEN ADVERTISING | GRAPHIC ARTIST

11/2014 ~ 4/2016

- ✦ Developed, edited, and designed promotional materials for Hofbrauhaus Las Vegas, Chicago, Cleveland and St. Petersburg locations, including market and out-of-market promotions, outdoor billboards, email blasts, tabletop ads, and web ads
- ✦ Designed various promotional materials for the Fremont Street Experience, including outdoor marketing ads, website homepage, takeovers, mobile billboards, and taxi top advertisements
- ✦ Create new branding and identity materials for a variety of clients such as Circus Circus, Excalibur, and LAX; design a range of advertising resources for digital, print, and indoor and outdoor marketing outlets
- ✦ Efficiently oversee time management and deadlines to fulfill workplace objectives in a dynamic environment
- ✦ Help others when time is available or when a fellow artist(s) is overwhelmed with excessive projects due in a one day

SKILLS & EXPERIENCE ✖

Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | Words | Powerpoint | Procreate

Problem Solving | Logo Design | GIF Development | Responsive Design | Photo Manipulation | Video Editing

Flexibility | Organization | Time Management | Print | Webpage Design | Layout | Typography | SEO

Critical Thinking | Multitasking | Color Theory | AI Tools | Hubspot | Klaviyo | Wordpress | HTML/ CSS

EDUCATION/ CERTIFICATION/ HOBBIES ✖

✦ IADT/ Sanford Brown BFA in Graphic Design	11/2013	✦ Carvalho Creative Internship	6/2013 ~ 8/2013	✦ Hobbies:	Mechanical Keyboarding
✦ Web Design Course HTML, CSS, and CMS	11/2013	✦ Soft Skills Certification "Working it out" & Communication	8/2017	3D Design	Mini Cooper Devotee
				Content Creating	Tufting
				Drawing	Video Game Design