

# Evan Dudley

contact@evandudley.com  
415.246.3657

## *Image and Design*

Design improves communication, encourages interaction, and solves problems. Imagery creates desire, evokes emotion, and provides vision. I specialize in weaving these into a brand and broadcasting a message to generate attention and ultimately sales.

## Portfolio

[www.evandudley.com](http://www.evandudley.com)

## Experience

2009-Present

### **Mission Workshop | Ecommerce & Marketing Manager**

Developed brand from inception with company owners. Established brand imagery with product and lifestyle photography, promotional videos, e-commerce website, social media, SEM, and marketing materials and broadcasted events.

[missionworkshop.com](http://missionworkshop.com)

2008-09

### **Goorin Bros. | Marketing & Sales Designer**

Managed e-commerce department. Developed and coordinated the production and implementation of Drupal website. Produced catalogs and sales collateral, product photography, email campaigns, and point-of-purchase displays.

[goorin.com](http://goorin.com)

2005-07

### **Chrome Industries Inc. | Designer & Photographer**

Developed and expanded on established brand image and visual communications including building a custom content-managed website, advertisements both online and in print, sales collateral, and photography.

[chromebagsstore.com](http://chromebagsstore.com)

## Skills

### Design

Synthesis of visual materials, digital and analog, to instigate conversation and action for brand and product. Expertise in Adobe Creative Suite, mainly utilizing Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks and recently Premier.

### Branding

Crafting of all necessary elements to create a persona and environment for a company to exist in and for potential customers to relate to.

### Photography & Video

Creation of product and lifestyle imagery both in the studio and on location, making use of context, lighting, and mood to communicate brand message.

### Marketing

Development of events and campaigns across all types of media designed to gain the attention of a targeted audience with a specific message.

### Web

Engagement with potential and current customers in online arenas including social media and e-commerce. Knowledgeable in HTML/CSS, Content Management Systems, and advertising with Facebook and Google.

## Education

2001-05

### **University of the Arts | B.S. in Industrial Design**

Graduated with honors. Learned to research, find new techniques, and present ideas. Designed products and systems with projects such as urban climbing footwear, recycled-material furniture, and landscape architecture.

References upon request.