

# ANDRU POOLE

GRAPHIC DESIGNER



## CONTACT



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andrupoole.com



andrupoole

## PROFESSIONAL INFO

As a designer I am involved from conceptualization to implementation of design solutions that are on-brand while meeting goals and providing cost savings for clients. I have deep and demonstrated experience in graphic design disciplines, layout, color, typography, and have successfully used this knowledge to create compelling creative designs for over 19 years. I managed the brand for a \$2.8B/year worldwide company with 400+ offices and 17,000+ employees for 14 years. I've worked with printers and production companies all over the world on a variety of projects as well as co-managed an in-house print shop. I possess expert knowledge in the use of a variety of desktop publishing software to create unique multimedia presentations, web pages, visual products, illustrating concepts, corporate logos, and brochures. I am a flexible team player with a creative flair, originality, and strong visual sense who works well under stressful, deadline-specific situations.

## WORK EXPERIENCE

### **Art Director. Wrecords By Monkey. 2016-Present**

Designs for clients such as Jack White and Third Man Records, ABKCO, Warner Brothers, and Brooklyn Historical Society. Projects have included ornament design, lighting displays, and illustrations for die-cut art pieces.

### **Studio Manager/Production Manager. Wrecords By Monkey. 2016-2018**

Designed illustrations and setup die-cuts for projects, ran the laser cutting machine, oversaw final production, and managed shipping to fulfill client orders.

### **Project Manager/Site Manager. Brooklyn Flea & Smorgasburg 2015-2018**

Managed a staff of 10+ support staff, 100+ vendors, and was responsible for the on-site logistics and operations of New York City's largest flea market for vintage, design, antiques, collectibles, and food. Travel + Leisure, Country Living, Budget Travel, and Fodor's have ranked the Flea one of the best markets in the U.S. and the world. Co-managed Smorgasburg, the largest weekly open-air food market in America, attracting 20,000-30,000 people to Brooklyn each weekend to eat from 100 local vendors. A flexible team player with excellent customer and vendor relation skills, and strong management style.

### **Designer. Andru Poole Designs. 2012-Present**

Creating design solutions which range anywhere from full design and implementation of a brand to single project needs. Manages brands for multiple small businesses across the US. Projects include designing logos, marketing materials, websites, menus, t-shirts, signage, and business identity systems.

### **Designer/Tech Specialist. Rapid Estate Liquidators. 2014-2019**

Designed the logo, branding, website, forms, business cards, shirts, and store front windows. Setup email accounts, social media, and assisted in setting up point of sale system. Continue to maintain website, email accounts, and provide ongoing tech and design support.

### **Senior Graphic Designer. Tetra Tech EC, Inc. and other Tetra Tech subsidiaries as needed. 2000-2014**

Managed the brand for a \$2.8B/year worldwide company with 400+ offices and 17,000+ employees for 14 years. Designed and produced high quality graphics and illustrations for international and domestic proposals, statements of qualifications, technical reports, presentations, newsletters, and various other marketing materials. Developed overall design concepts for training seminars, conferences, and trade shows. Provided in-person presentation support, expertise, and coaching for both domestic and international opportunities. Prepared public involvement literature, fact sheets, and newsletters specifically targeted for a client's image and needs. Developed and maintained project photos and standard graphics library to efficiently and cost effectively design marketing literature and technical documents.

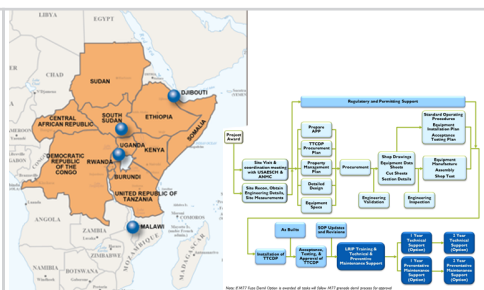
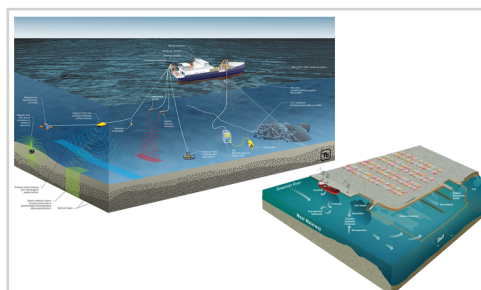
## EDUCATION

WV Wesleyan College. BA (Bachelor of Arts), Art: Graphic Design (Minor: Marketing)

# Portfolio

## BRANDING

Managed the brand for a \$2.8B/year worldwide company with 400+ offices and 17,000+ employees for 14 years. Currently manages brands for multiple small businesses across the US.



## PRINT DESIGN

Conceptual site plans, proposal graphics, and marketing collateral

Below, die-cut illustrations and designs for production.



## SOFTWARE

### Adobe Creative Suite

Acrobat  
Illustrator  
InDesign  
Photoshop

### Microsoft Office

Word  
Powerpoint  
Publisher

### CorelDraw

## INTERESTS

- Graphic Design
- Painting
- Gardening
- Cooking
- Music
- Geocaching

## VOLUNTEERING

- Design for Northern VA Pride
- Foster cats for Community Cat Advocats and Dakota's Dream

For more examples of my work go to [andrupoole.com](http://andrupoole.com)

