



BLAINE BARKEY | Graphic Designer

Monterey Park, CA

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summary

A senior-level graphic designer/art director/UX designer experienced in creating effective and captivating marketing materials, websites, apps and more, I'm able to work creatively and collaboratively to solve design challenges, beautify brands, and deliver concise messaging to your audience.

work experience

9/2010-11/2020 | SANTA MONICA, CA

ASSISTANT ART DIRECTOR | INFORMA (formerly UBM)

Executed design and production of marketing and sales materials for a variety of trade shows and publications. Projects included digital and print ads, web graphics, direct mail, logo designs, infographics, signage, and more.

- Led Creative Services team in re-brand of the Licensing family of events, including initial brainstorming sessions and comp presentations to development of final assets, creating dynamic, new look that proved easier to apply to marketing assets than previous design
- Supervised production team to deliver final assets for 2019 Brand Licensing Europe trade show in London, distributing jobs to teammates and providing clear direction, as well as fielding any concerns from marketing team
- Collaborated with management and other associates in optimizing server structure and overall workflow for in-house design team, serving over 200 events and producing thousands of jobs per year worldwide
- Oversaw brand refresh of 2017 Licensing events, taking pre-existing concept and assets and streamlining workflow for creation and production of digital and print media
- Coordinated brand refresh of Seatrade Cruise Global 2015, gathering assets from various marketing team members and combining into consistent and cohesive presentation via print and digital ads, web assets, and onsite communication materials
- Provided design audits of annual events to marketing teams, suggesting improvements to overall look and feel of shows, more effective and impactful placement of signage, and helping to establish schedule for job intake for following year

4/2000-9/2010 | SANTA MONICA, CA

GRAPHIC DESIGNER | CANON COMMUNICATIONS LLC

Designed and produced marketing and sales materials for medical device, packaging, and manufacturing design trade shows and publications - projects and duties included (but not limited to) digital and print ads, logo designs, sales brochures, direct mail, signage, and asset management.

Prior work experience includes brochure design, editorial layout, and print advertising design. Details available upon request.

tech skills

Adobe Creative Suite -
InDesign, Photoshop, Illustrator,
Acrobat, Lightroom, XD,
Premiere, After Effects

Figma

Microsoft - Powerpoint, Word,
Excel

Layout/composition

Color Theory

Typography

Print production

Photography/photo retouching

soft skills

Collaborative

Organized

Flexible

education

Columbus College of Art and Design

1986 - COLUMBUS, OH

Coursework towards BFA in
Communication Design

Otis Art Institute/Parsons School of Design

1988 - LOS ANGELES, CA

Coursework towards BFA in
Graphic Design

UX Academy

2021 - LONDON, UK (REMOTE)
Certificate

in the community

Pasadena Japanese Cultural
Institute

Board member (2009-2021)

Kodama Taiko

Performing member since 2006