

# BRIAN DAIGLE

DESIGN | DEVELOPMENT | MULTIMEDIA

📍 11 Stoney Brook Lane Stratham, NH 03885

☎ (603)674-5780

🖱 Daigleart.com

✉ Brian@Daigleart.com

## EDUCATION

### University of New Hampshire 2000-04

BA Communications  
BA Fine Arts

### Clark University 2006-07

Graphic Design  
Web Design  
Animation

## SKILLS

### Design Software

Photoshop  
Illustrator  
InDesign  
Premiere  
After Effects

### Microsoft Office

Word  
Excel  
Powerpoint  
Outlook

### 3d Modeling

Maya  
Zbrush  
Sketchup  
Cinema 4D

## PROFESSIONAL EXPERIENCE

### 2014 – Present *Multimedia Designer / Developer* Lauchlan

Provide creative design, UX/UI and multimedia solutions with a specialized focus on the technology sector for clients such as Dell EMC, Red Hat, HPE and TechData. Services are designed to generate net-new leads, build sales, funnel growth and strengthen the existing customer relationships of VAR and technology companies.

#### Key Roles:

- Established in-house multimedia team to provide motion graphics, animation, video production, story boarding and 3D modeling services.
- Assisted in company re-brand and website re-launch.
- Explore and present new design and multimedia technologies.

### 2013 – 2014 *Marketing Designer* PromoCentric

Work with account managers to develop marketing material, concept art, branded merchandise, webstores and emails for custom promotional campaigns. Clients included Sam Adams, Sig Sauer, Time Warner, iRobot and DYN.

#### Key Roles:

- Refined the company's brand, created style guide and designed all marketing material
- Provide fully rendered 3d concept art for sales presentations yielding 200k in new sales in 2014.
- Design packaging, custom promotional items and event/trade show displays for clients spanning all industries.
- Created working web-stores for clients.

### 2009 – 2013 *Graphic Illustrator* Measured Progress

Provide artwork for the in-house testing department to be used in nationwide assessment testing programs such as MCAS, NECAP, MontCas and Common Core.

#### Key Roles:

- Create clean, editable vector drawings ranging from figure art, nature drawings, anatomical diagrams to tables, graphs and charts.
- Help create detailed style guides for standards-assessment programs throughout the country.
- Collaborate with item writers to brainstorm and storyboard artwork for client approval.
- Provide icons, presentation artwork and infographics for RFP bids.
- Handled database management of graphic production files.

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## PUBLICATIONS

**Charlie Chowdahead**  
**Travels Boston**  
Illustrator  
©2009 Chowdaheadz

**Staley da Bear**  
**Travels Chicago**  
Illustrator  
©2010 Mascot Books

**Hello, Patriot:**  
**George Mason University**  
Illustrator  
©2010 Mascot Books

**Texas Farm Girl**  
Illustrator  
©2012 R. S. Crownover

**Puddles the Duck**  
Illustrator  
©2014 MindStir Media

**Texas Farm Girl:**  
**Reap What You Sew**  
Illustrator  
©2014 R. S. Crownover

**Texas Farm Girl:**  
**Aquaculture Farming**  
Illustrator  
©2016 R. S. Crownover

## PROFESSIONAL EXPERIENCE

2007 – 2013

### **Graphic Designer** **Chowdaheadz/Born Into It Woburn, MA**

Ran the in-house design department designing apparel, creating digital and print marketing pieces and managing screen printing production. We also worked with outside clients creating custom apparel, developing brands and artwork for events.

#### **Key Roles:**

- Illustrated a children's book featuring the company mascot Charlie Chowdahead.
- Refined the company's brand and developed their style guide.
- Created social media pages and promotional campaigns.
- Developed a proofing system which improved the accuracy of our print output while minimizing production errors.

Summer 2008

### **Contract Designer** **Baughman Company Eliot, ME**

Designed political mailers for the Democratic National Convention from concept sketch through preflighted, completed artwork.

#### **Key Roles:**

- Worked with content writers and creative directors to create print material.
- Edit and retouch photographs.

2006 – 2007

### **Legal Researcher** **PT Research Manchester, NH**

Performed criminal background checks in the court system throughout the greater Boston area.

#### **Key Roles:**

- Managed extensive lists of job applicants.
- Trained new hires.

2004 – 2006

### **Photographer** **Lifetouch Studios Concord, NH**

Portrait and athletic photographer for schools ranging from day cares to high school senior portraits. Set-up of photographic equipment and lighting rigs were done at each location as well as the handling of all student paperwork

#### **Key Roles:**

- Was one of the top selling photographers in the northeast.
- Was chosen to test new equipment in the transition from film to digital.
- Support and train new hires.