

ANDRU POOLE

GRAPHIC DESIGN
AND MARKETING



CONTACT



908.343.8015



design@apooledesign.com



apooledesign.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, photography, and have successfully used this knowledge to create compelling creative designs for over 20 years. I co-managed the brand for a \$2.8B/year worldwide company with 400+ offices and 17,000+ employees for 14 years. I worked hand in hand with executive management and proposal teams and traveled for work both in the US and abroad. 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've managed social media for large and small clients and have written content for brochures, websites, and interfaced as the public liaison. I was in charge of putting together the monthly newsletter and weekly email blasts. 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

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.

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

Co-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, advertisements, signage, and various other marketing materials. Developed overall design concepts for training seminars, conferences, and trade shows. Provided in-person presentation support and expertise. 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. I worked directly with executive management, proposal teams, scientists, and engineers. I traveled as needed in both the US and abroad.

Art Director/Production Manager. Wrecords By Monkey. 2016-2019

Designed 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. 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.

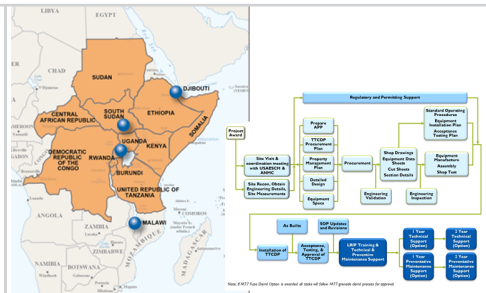
EDUCATION

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

Portfolio

BRANDING

Co-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

Advertisements, proposal graphics, and marketing collateral

Below, die-cut illustrations and designs for production.



For more examples of my work go to apooledesign.com

SOFTWARE

Adobe Creative Suite

- Acrobat
- Illustrator
- InDesign
- Photoshop

Microsoft Office

- Word
- Powerpoint
- Publisher

Sharepoint

INTERESTS

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

VOLUNTEERING

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

