

DESIGN PORTFOLIO

BRAND
DEVELOPMENT

PUBLICATION

DESIGN

NEWSLETTERS

LOGO DESIGN

VARIOUS
PROJECTS

• RESUME
• CONTACT

Brian M. Gould

33827 Cindy Street, Livonia, MI 48150

734-751-7786 brian.gould@mccann.com

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BRAND DEVELOPMENT

- **Diastar™**
- **Perfect Vintage™**
- **Future™ E-Cigs**

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Diastar™

DIASTAR™ DIABETES PRODUCTS

Job Responsibilities Included:

- Coordination with overseas product manufacturers
- Logo design & overall brand development
- Packaging design & artwork
- Product photography & retouching
- Working with legal to register trademarks, secure domains & UPCs, clear verbiage, etc.
- Creating marketing materials to market new products to our wholesale customers

ADDITIONAL PHOTOGRAPHY (opens in web browser)



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PERFECT VINTAGE™ WINE AERATOR

Job Responsibilities Included:

- Coordination with overseas product manufacturer
- Product naming, logo design & overall brand development
- Packaging design & artwork
- Product photography & retouching
- Working with legal to register trademarks, secure domains & UPCs, clear verbiage, etc.
- Creating marketing materials to market new products to our wholesale customers

ADDITIONAL PHOTOGRAPHY *(opens in web browser)*



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FUTURE™ E-CIGARETTES

- Job Responsibilities Included:**
- Coordination with overseas product manufacturer & local representatives
 - Product naming, logo design & overall brand development
 - Packaging design & artwork (for current & future products)
 - Working with legal to register trademarks, secure domains & UPCs, clear verbiage, etc.
 - Creating marketing materials to market new products to our wholesale customers

ADDITIONAL PHOTOGRAPHY *(opens in web browser)*



REAL ESTATE & CONSTRUCTION REVIEW

REAL ESTATE & CONSTRUCTION REVIEW

BRAND DEVELOPMENT

PUBLICATION DESIGN

- *Real Estate & Construction Review*

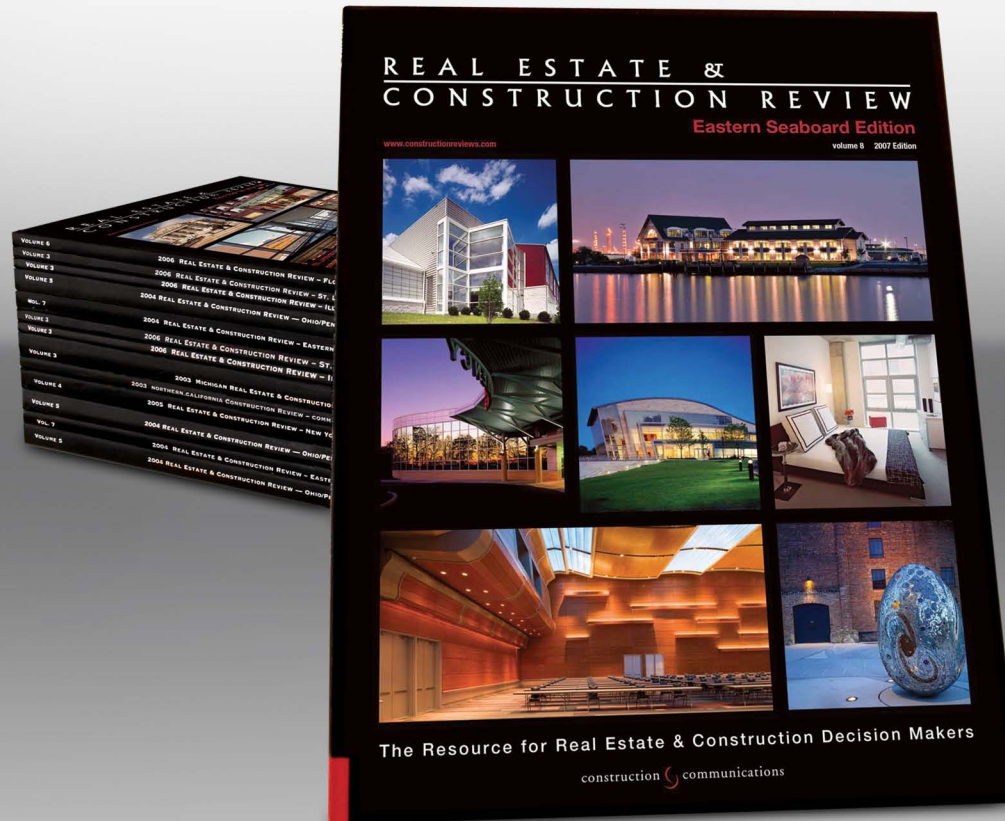
- *Building of America*
- *Gold Medal Award*

NEWSLETTERS

LOGO DESIGN

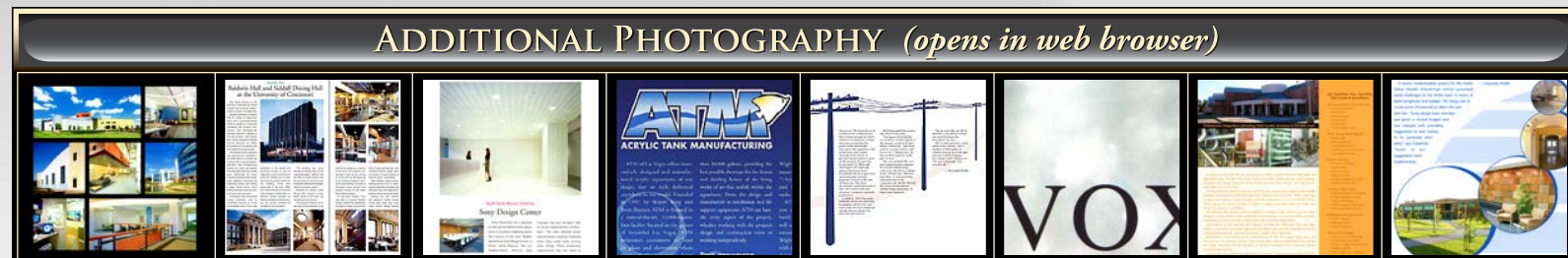
VARIOUS PROJECTS

RESUME CONTACT



Job Responsibilities Included:

- Layout & design for all sections of the magazine
- Work with editorial staff through rounds of revisions & fact-checking
- Evaluate all ad artwork and create advertisements in the magazines
- Work with clients and editorial staff to design corporate profiles
- Oversee staff responsible for collecting all editorial & ad artwork
- Led meetings to evaluate the progress of our production schedule
- Create all print-ready files
- Interact with printers and troubleshoot potential printing problems
- Design & layout reprinted articles for clients' marketing purposes
- Created all marketing materials used by our in-house sales staff
- Worked with owners of company to develop new products



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BRAND DEVELOPMENT

PUBLICATION DESIGN

- *Real Estate & Construction Review*
- *Building of America Gold Medal Award*

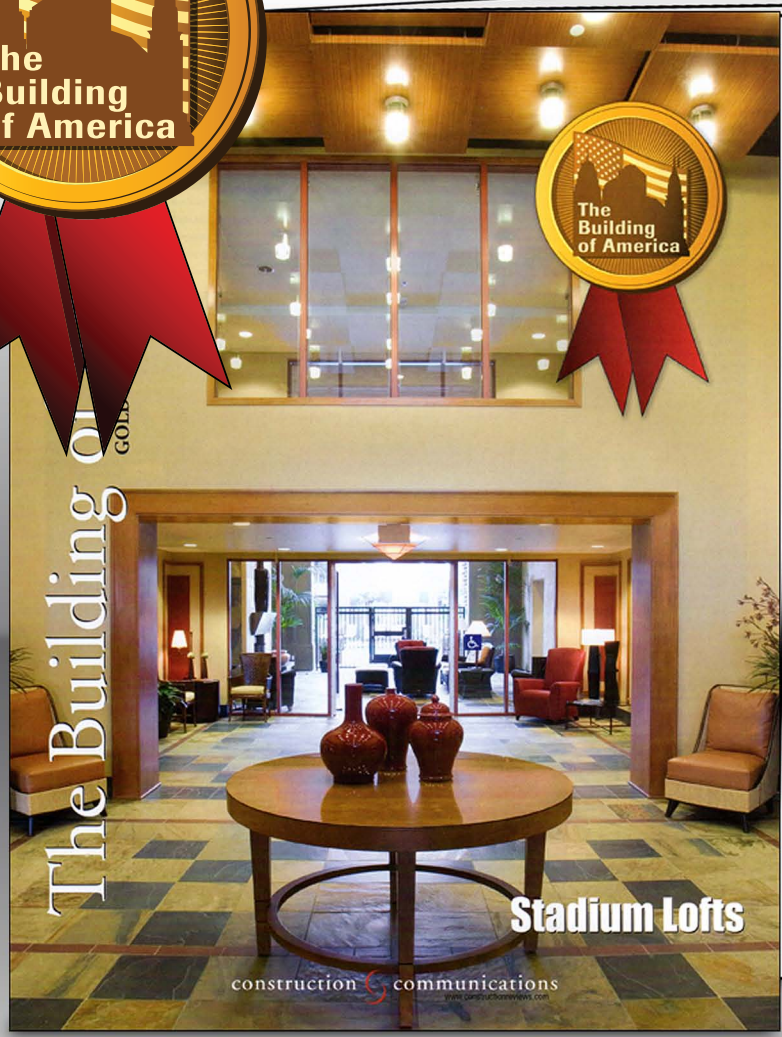
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BUILDING OF AMERICA GOLD MEDAL AWARD

Job Responsibilities Included:

- Layout & design for all sections of the magazine
- Work with editorial staff through rounds of revisions & fact-checking
- Evaluate all ad artwork and create advertisements in the magazines
- Work with clients and editorial staff to design corporate profiles
- Oversee staff responsible for collecting all editorial & ad artwork
- Led meetings to evaluate the progress of our production schedule
- Create all print-ready files
- Interact with printers and troubleshoot potential printing problems
- Design & layout reprinted articles for clients' marketing purposes
- Created all marketing materials used by our in-house sales staff
- Worked with owners of company to develop new products

ADDITIONAL PHOTOGRAPHY *(opens in web browser)*



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The collage features several key design elements:

- H&H Wholesale:** A newsletter header with the tagline "YOUR PRESCRIPTION FOR PROFIT" and a photo of a man in a white shirt.
- College Bound:** A "Premier Issue" cover featuring a smiling blonde woman in a graduation cap and gown, with the text "What's Inside?"
- Chiropractors Buying Group (CBG):** A logo with the text "Toll free: 800-649-0899" and "Welcome to Chiropractors Buying Group".
- Group Photo:** A professional photograph of four smiling business professionals.
- Other Elements:** Three circular inset images showing a construction crane, a red building, and a storefront.

NEWSLETTERS

Job Responsibilities Included:

- Layout & design all aspects of newsletters
- Coordinate writing with freelance writers & editors
- Direct interaction and coordination with clients and printers
- Preparation of press-ready files
- Worked in tight deadlines to deliver work to clients

ADDITIONAL PHOTOGRAPHY (opens in web browser)

This row contains seven thumbnails:

- Home & Garden:** A lifestyle image with a vase of white flowers.
- Health & Beauty:** A page with text and a close-up of a hand.
- Interior Design:** A circular image showing a modern interior space.
- American Steel Corporation:** A logo and text for a steel company.
- Chiropractors Buying Group:** A group photo of four people.
- Architecture:** A blue-tinted image of a large, classical building.
- Graduate Financial Aid:** A page titled "TOP 5 SECRETS OF COLLEGE FINANCIAL AID" with a "GRADUATE SCHOLARSHIP" sign.

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BRAND DEVELOPMENT

PUBLICATION DESIGN

NEWSLETTERS

LOGO DESIGN

VARIOUS PROJECTS

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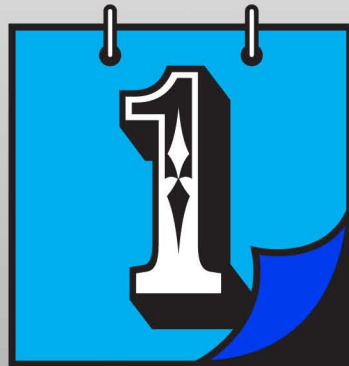
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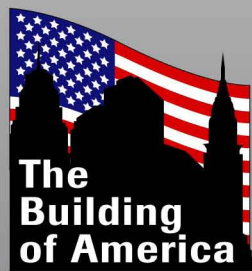


LOGO DESIGN

1. One Day Apparel Company Logo
2. Building Of America Network Logo
3. Building Of America Gold Medal Award Logo
4. Diastar Diabetes Supplies Logo
5. Perfect Vintage Wine Aerator Logo
6. Future E-Cigarettes Logo



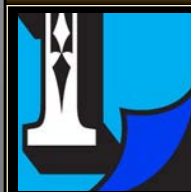
one day



NETWORK



ADDITIONAL PHOTOGRAPHY (opens in web browser)



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VARIOUS PROJECTS

1. Save The Date reminder postcard
2. "Absolute Serenity" T-shirt design
3. "Fred Fund" donation card
4. "Til Death" movie poster
5. "Parallel Universe" improv show announcement postcard
6. "Studio360" invitation
7. Various ads
8. Building of America Community Service Award

ADDITIONAL PHOTOGRAPHY (opens in web browser)



BRIAN M. GOULD

33827 CINDY STREET · LIVONIA, MI 48150 · 734-751-7786 · BRIAN.GOULD@MCCANN.COM

EDUCATION

The Columbus College of Art and Design · Columbus, OH - BFA, December 1999.

CCAD Merit Scholarship, Media Studies Scholarship. Concentration in Media Studies.

TECHNICAL SKILLS

Computer Skills

Proficient knowledge and use of both Macintosh and PC Platforms with the following programs:

InDesign, Illustrator, Photoshop, Bridge, Acrobat, QuarkXpress, Premiere, Flash and other related programs.

Art-Related Skills

Strong Drawing, Painting, Illustration and Design background. Vast knowledge of studio and location photography. Proficient use of photographic formats. Strong photographic skills (b&w and color, color correction). Knowledge and use of video and film cameras and editing systems. Knowledge of time-based interactive computer programs. Experience with animation.

WORK EXPERIENCE

McCann Erickson · Birmingham, MI

Senior Mac Artist. Worked with creative and account teams in a fast-paced production environment to create print advertising for retail clients. Worked with a team of Mac Artists to troubleshoot and adhere to strict corporate guidelines. Worked independently as well as with creative and account teams to provide alternative layout and design solutions for the client. Managed multiple deadlines on a weekly basis to ensure successful completion of goals. January 2012–present.

H&H Wholesale Services/Chiropractors Buying Group · Troy, MI

Design/Marketing Manager. Created art department and operated as department manager, bringing all design inhouse. Coordinated new product lines, including brand and logo development, product photography, packaging design and overall coordination with manufacturers overseas. Directed web design and managed multiple websites totaling \$3.5 million gross annual sales. Designed all collateral marketing pieces for multiple companies, including newsletters, direct mail campaigns, sell sheets, trade show signage, email blasts and faxes. September 2008–May 2011.

Lawrence Street Publications · Southfield, MI

Art Director. Designed and developed page layouts, advertisements, marketing materials and special projects for a series of regional magazines focusing on new and recent commercial construction, The Real Estate and Construction Review. Interacted with various marketing professionals to obtain images and advertisements for feature articles. Collaborated with production, editorial and sales staff to meet deadlines in a fast-paced production environment while focusing on exceeding the expectations of our clients and our readers. February 2004–August 2008.

Beth Singer Photographer · Franklin, MI

Photographic Assistant. Assisted in architectural and interior photography. Established lighting situations and maintained camera and lighting equipment. Collaborated with photographer, art directors, field editors, designers and individual clients to creatively meet and exceed the expectations of the client. November 2000–August 2003.

The Maine Photographic Workshops · Rockport, ME

Lab Management Fellow. Worked in the black and white custom lab, the student darkrooms and helped in the studio. Developed film and made custom black and white prints for classes instructed by various photographers such as: Mary Ellen Mark, Joyce Tennon, Connie Imboden, Gordon Hutchings and others. Assisted with printing in the student labs by answering student technical questions, maintaining demonstrations, equipment repair and upkeep. Studio work included setting up the studio and maintaining and upkeep of camera and lighting equipment. June–August 2000.

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BRAND DEVELOPMENT

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NEWSLETTERS

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LOGO DESIGN

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VARIOUS

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RESUME

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