

Brandon Rechten

GRAPHIC DESIGN & PHOTOGRAPHY

909B Village Drive East, North Brunswick NJ, 08902
732.977.1357 | brandon.rechten@gmail.com

portfolio

brandonrechten.com

summary

Skilled Graphic Designer with over seven years experience in Marketing Communications. Highly proficient with Adobe Creative Suite. Experienced in creation of web imagery, UI elements, and digital ad campaigns. Also has extensive knowledge of digital retouching and image manipulation.

skills

Platform: Mac & Windows
Graphic Design: Photoshop, Illustrator, InDesign
Web Design: Wordpress, Dreamweaver, Flash, HTML
Video: Premiere Pro, Final Cut Xpress, DSLR videography
Office: Microsoft Word, PowerPoint, Outlook, Excel
Photography: Digital, film, lighting, advanced editing / retouching

experience

Datacolor Inc., Lawrenceville, NJ | Graphic Design Specialist, Marketing 2008-present
Produced design solutions, from concept through completion for the color management industry. Maintained vendor relationships. Developed logos, leaflets, banners, ad campaigns, specialty books, trade show and event collateral. Established and maintained graphic and branding standards. Collaborated with colleagues and agencies. Organized and directed photo shoots. Photographed, edited, retouched and cataloged images for print/web content management system.

- Collateral redesign to reestablish the company brand across entire product line.
- Designed trade show booths and collateral for 8-10 annual trade shows in the North and South American regions for the photography and retail paint markets.
- Provided support and direction to outside agencies for ad and collateral creation.
- Set up in-house photo studio, moving nearly all product photography and retouching in-house, saving \$10-15,000 annually in external costs.
- Designed, pitched, and executed digital ad campaigns.

Omega Promotional Products, Middletown, NJ | Graphic Designer, 2006-2008

Worked in a fast-paced environment, preparing type and imagery for printing on promotional items, from mugs, pads and pens to large-scale posters and signage. Interacted regularly with clients, sending and revising proofs and getting approvals. Prepared print-ready files for vendors.

Rutgers University Health Services, New Brunswick, NJ | Graphic Artist, 2004-2006

Designed brochures, ads, flyers, informational booklets, and posters to promote awareness of a variety of typical health issues present on a college campus. Updated existing designs. Worked with the director of health services to ensure quality and accuracy of information.

education

BFA, in Graphic Design and Photography
Mason Gross School of the Arts at Rutgers University, New Brunswick, NJ.
Dean's list.