



WES POORE

SENIOR GRAPHIC DESIGNER

MY INFORMATION

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-  Omaha, NE

MY EDUCATION

MASTER OF ARTS

January 2016 – May 2018
University of Nebraska at Omaha
Communication

BACHELOR OF SCIENCE

August 2010 – May 2014
University of Nebraska at Omaha
Communication; Graphic Design,
Advertising & Public Relations

PROFESSIONAL SUMMARY

I am a Senior Graphic Designer with 10+ years of experience and a strong track record of developing and maintaining dynamic brand identities. Proficient in guiding design teams and working with external vendors to ensure brand adherence, resulting in visually compelling and effective materials.

Expertise in comprehensive visual design and adept at presenting creative concepts to senior leadership to gain project approvals. Collaborative, detail-oriented and deadline-driven, with an MA in Communication and a strong foundation in graphic design principles.

MY EXPERIENCE

08/2019–
PRESENT

SENIOR GRAPHIC DESIGNER

Metropolitan Utilities District

- Developed and rolled out M.U.D.'s new brand and brand strategy, guiding the creative direction for visuals and messaging. Produced a comprehensive set of brand guidelines to ensure consistent and effective brand representation across all marketing and communication.
- Served as the brand gatekeeper and ambassador, making sure everything we put out, both internally and externally, stayed true to our brand's excellence and consistency.
- Led and motivated a small team of designers, encouraging best practices, creative thinking and effective design processes.
- Routinely presented design concepts to senior leadership, gaining approval and support for key projects.
- Launched engaging brand campaigns that set M.U.D. apart, aligning perfectly with our goals for brand awareness and business growth.
- Established and managed a streamlined brand review process, improving quality control and consistency in marketing materials.
- Handled relationships with external vendors and agencies, and kept a close eye on the brand budget.

04/2018–
08/2019

GRAPHIC DESIGNER

HDR, Inc.

- Crafted compelling and visually striking design materials for project proposals, presentations and marketing collateral, consistently contributing to HDR's success in securing high-value contracts and projects.
- Developed branding for large-scale corporate conferences, reinforcing the company's identity, creativity and professionalism.
- Collaborated with clients and vendors worldwide, delivering high-quality work under tight deadlines.

08/2014–
04/2018

GRAPHIC DESIGNER

University of Nebraska at Omaha

- Created a wide range of design materials, including advertisements, apparel, newsletters, billboards, bus benches, vehicle graphics, and presentations.
- Maintained meticulous project documentation, ensuring transparency and organized project management.
- Regularly met with vendors to discuss project parameters and budget, fostering positive and efficient working relationships.

MY SKILL SET

ADOBE CREATIVE SUITE



FIGMA



PRINT DESIGN



DIGITAL & SOCIAL DESIGN



UI DESIGN



BRAND DESIGN & MANAGEMENT



ART DIRECTION



SKETCHING & ILLUSTRATION



PROJECT MANAGEMENT



WRITING & EDITING

