



douglas babb GRAPHIC DESIGNER

A Graphic Designer that is passionate about design in visual communication and branding through layout and design in print, web and photography. A clear thinker with exceptional analytical, technical and interpersonal skills. Enjoys working on detailed projects and thrives in challenging situations.

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EXPERIENCE

FARO Technologies

Lake Mary, Florida
August 2015 – February 2020

Graphic Designer/Senior Graphic Designer

- Lead a global team in developing and establishing global brand identity guidelines.
- Lead a team in establishing a task management system along with process and workflow guidelines.
- Lead a team in developing departmental file management system, establishing file organization, structure and participated in developing file naming conventions.
- Lead a global team in developing and established standardized globalized technical sheet design and templates. Also developed global processes and guidelines.
- Established, standardized company branded HTML eMail campaigns and newsletters and developed templates for routine campaigns.
- Collaborated with Project/Marketing Managers to conceptualize and develop graphic ideas.

The Safariland Group

Jacksonville, Florida
July 2008 – July 2015

Graphic Designer

- Managed and coordinated multiple print and digital media layout graphic designs under tight deadlines.
- Collaborated with Project/Marketing Managers to conceptualize and develop graphic ideas.
- Developed and produced package designs, ensuring they met branding guidelines and consumer compliance regulations.
- Established, coded and streamlined company HTML eMail campaign newsletters, trained department personnel and developed templates for routine campaigns.
- Generated product photography, retouched & manipulated images.

BAE Systems – Products Group

Jacksonville, Florida
July 2007 – July 2008

Marketing Coordinator Armor Accessories

- Assisted in developing/implementing annual marketing plans.
- Assisted in developing brand pricing strategy.
- Consolidated four individual brand catalogs into one cohesive catalog receiving an ADDY award submission.
- Processed and laid out over 300 product packaging designs during a major re-brand campaign.

Armor Holdings

Jacksonville, Florida
March 2002 – July 2007

Document Control & Special Projects Forensics/Armor Accessories

U.S. Navy

1981 – 2002

Lead Supervisor

EDUCATION

Bachelors Degree in Fine Arts, Graphic Design – University of North Florida
Jacksonville, Florida | 2004 – 2006

Associates of Arts Degree, General Studies – Florida Community College of Jacksonville
Jacksonville, Florida | 2003– 2004

PERSONAL QUALITIES

- Excellent organization skills
- Multi Task and Project oriented
- Excellent communication skills verbal and written
- Successful in learning and comprehending new systems and methods
- Excellent teacher/trainer; patient and effective when working with a wide range of personalities
- Accomplished in identifying and solving problems

DESIGN PROFICIENCY

- Spec/sales sheets
- Corporate Literature
- eMail campaign templates/layout
- Product/promotion flyers
- Brochures
- Packaging design artwork
- Event/campaign posters/signs/banners
- Product catalogs
- Web page elements/ad banners
- Product photography
- Photo retouch/enhancement

SKILLS

