



Alan Eilander

Senior Designer

See my portfolio at: alaneilander.myportfolio.com

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Who is this guy?

My name is Alan and I'm a versatile senior-level designer with 7 years of success in generating unique ideas and delivering compelling designs that bring my clients' vision to life. I can lead design teams to tackle creative challenges and meet tough deadlines under pressure without compromising quality. Also I consider myself a fast learner who likes to develop new skills and face new challenges.

Things I'm good at include:

Art & Creative Direction | Branding | Design Team Leadership | Logo Development
Digital & Web Design | UI Design | Character Illustration | Adobe Creative Suite

What my colleagues say...

"Alan is one of the hardest working, most reliable designers I have ever worked with. Alan was my right-hand man for over 3 years and as a team lead worked tirelessly to keep requests in order and moving smoothly. Alan always keeps himself informed and educated making his already great eye for design even better on a daily basis. Alan's work ethic, sense of humor, and talent truly qualify him in this industry."

—Mark H., Manager at Purch

What has he done?

Et al. Design (freelance), North Ogden UT *Designer*

2008 – Present

Like a lot of designers, I do my own freelance on the side. This includes creating print and web graphics for a wide array of clients, such as logos and branding images. By quickly mastering new skills, I meet client base's distinct needs.

Some of my clients:

- Created branding, websites, designs and illustrations for many small businesses and clients in many different fields.
- Worked with credit card company, PartnersFirst, for +1 year to create graphics for emails, landing pages, printed brochures, using Dreamweaver, CSS, and Adobe software.
- Hired by Utah State's Alumni Association for 6-month assignment to create web graphics, ads, specialty items, and other print materials in a variety of formats.

Purch, (formerly TechMediaNetwork)

7/2012 to 1/2017

Sr. Designer / General Creative Team Lead

Initially I was hired as a production web designer and advanced to senior-level design and creative role for collection of websites: Top Ten Reviews, Space.com, Purch Marketplace, Live Science and several others.

Most recently, I led a team to fulfill general creative requests for primarily web-centered designs and some UI projects. This included managing and delegating jobs to team members through jira and basecamp. As a result, I expertly used Adobe Indesign, Photoshop, and Illustrator to create appealing designs for print material, posters, logos, infographics, social media (Facebook, Twitter), email graphics, and web page ads and layouts.

Some of my achievements:

- Drove evolution of many brands by while providing quick professional design solutions that created meaningful experiences that enticed online viewers.
- Optimized webpages and designs to increase traffic, views, and click-through rates, resulting in higher levels of leads generated and sales closed.
- Automated job of transforming hundreds of images into ads using Photoshop, thus streamlining large chore into a minimal task that saved significant time and resources.
- Established brand guidelines and corresponding graphics, emails, and social graphics for Purch Perks, (a new cashback program), which attracted targeted audience with the right messaging.
- Played key role in developing insert process on Top Ten Reviews by partnering with optimization and SEO experts to increase views and clicks as well as incorporate client sponsorships.

BELL PRINTING AND DESIGN, Layton, UT

4/2009 – 7/2012

Graphic Designer

In this role, I created and produced fresh original designs for brochures, invitations, business cards, posters, books, and other printed materials through the proficient use of Adobe Creative Suite. This involved collaborating with press operators to deliver printed pieces in the utmost efficient and cost-effective way. Also, I quickly determined clients' true needs/preferences and then created design solutions than earned quick approval.

Some the highlights:

- Gained solid experience using RIP software to create plates for printing process and applied knowledge to increase design and pre-press efficiencies.
- Worked directly with large-sized accounts to meet their precise specifications, which resulted in highly satisfied clients and repeat business.
- Drummed up additional business for company by creating print-ready versions of clients' files quickly with noticeable improvements.

WEBER STATE UNIVERSITY, Ogden UT

8/2008 to 4/2009

Graphic Designer

Upon joining the university's Communications department, I conceptualized and produced a full range of graphic designs for both traditional print and digital media campaigns. By collaborating with design team members, we created detailed layouts for numerous applications, including brochures, ads, banners, event graphics, and Flash animations for university's homepage.

One of my projects:

- Conceptualized and produced intriguing visual campaign for on-campus event, "Music that Defied the Holocaust," that set the right tone and attracted numerous attendees.

What does he know?

BFA in Visual Communications, Design Emphasis, Weber State University, Ogden, UT (2008)

AAS in Computer Design Graphics Technology, Weber State University, Ogden, UT (2003)

Conferences: HOW Design Live (2015) • HOW Interactive Design (2013)

Skills:

I love grids, I love to draw, I love learning new things. I know a range of software, such as Sketch, Microsoft office programs; project management like Jira and Basecamp; and the Adobe Creative Cloud products like Photoshop, Illustrator et al. I know a bit of HTML and CSS, but I'm always learning more.

Thanks for your time!