

Greg Forsell

Art Director / Senior-level Designer

Education

Bachelors of Arts–Communications
Washington State University

Art Direction & Design
New School of Visual Communications

HTML & CCS Coding Applications
CodeAcademy

Awards

Circle of Excellence Award
McCaw Communications

Strategic Partners of Emerging
Markets Award of Merit
Microsoft Corporation

EDAC Top Honors
Category: branding, digital media
and promotional material for
St. Albert, Alberta - The Botanic Arts City

Portfolio

www.forselldesign.com

Contact Me

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206-697-1312

Award-winning print, web, and brand designer with a proven track record of designing compelling and creative work, which consistently leaves clients satisfied and with significant return on investment. Excels at rapid ideation and design execution in a fast-paced environment using industry-leading software applications. Advanced team collaboration and mentoring skills.

Design Experience

Creative Director/Senior Designer

Roger Brooks International & Destination Development
2009 - Present

- Designed and developed creative strategy for over 70 integrated brand campaigns including logos, ads, brochures, websites & digital applications, brand standard guides, wayfinding, signage, billboards, and brand merchandise items.
- Oversaw all creative and client meetings to develop strategies and solutions that met client's needs and exceeded expectations.
- Effectively implemented all creative and production schedules in a fast-paced work environment.
- Worked with clients to determine objectives, budgets, background information, presentation approaches, styles, and techniques.
- Developed systems to capture new branding data, leading to client tourism and economic development increases of up to 200%.
- Designed and helped manage company website, video library, and webinar productions.

Owner/Lead Designer

Forsell Design
2001 - 2009 and 2015 - Present

- Built a base of more than 50 clients including Microsoft, Fluke, T-Mobile, AT&T Wireless, and Nextel.
- Designed marketing & sales materials for the national launch of the first Xbox video gaming system including posters, data sheets, and POP displays.
- Created the first International vendor/wholesaler product guide for Microsoft which received an award of merit.
- Led strategic meetings with production department heads to discuss client requirements and presentation concepts, and to coordinate creative activities.
- Grew the company to add a junior designer while focusing on larger account sales opportunities.

Senior Designer

XO Communications
1998 - 2001

- Designed and oversaw production of all marketing and sales materials for this fast growing telecommunications company.
- Led the headquarters re-branding efforts from Nextlink to XO Communications.
- Collaborated with marketing department to design new sales and marketing materials.
- Relocated to Virginia to manage two graphic designers as head of the design department.
- Implemented and taught branding classes as well as creating the initial brand style guide.
- Art directed photo shoots and led pre-production planning meetings.