



# PHILIP BIBENS

## ART DIRECTOR/ GRAPHIC DESIGNER

192 North Washington St., North Attleboro, MA 02760  
(941) 524-4404 | pbibens@gmail.com | www.pbibens.com

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### PROFILE

Award-winning design professional with 15+ years' success directing creative teams and implementing a broad range of revenue-generating design projects, from conception to launch. Skilled in graphic design, strategic communication, and digital marketing to drive revenue and customer base expansion year over year. Proven ability to communicate and collaborate with a range of stakeholders, from field teams to functional leadership.

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### AREAS OF EXPERTISE

- Team Leadership
- Brand Identity / Logos
- Catalogs
- Packaging & POS Design
- Tradeshow Displays / Signage
- Brochures / Flyers / Newsletters
- Website Graphics
- Targeted E-mail Campaigns
- Image Compositions
- Photo Shoots / Photo Editing

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### EDUCATION & TRAINING

#### B.A., DIGITAL MEDIA

Savannah College of Art & Design  
Savannah, GA

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### TECHNICAL SKILLS

Adobe Photoshop, Illustrator, InDesign  
Magento, HubSpot, & Salesforce  
Microsoft Office Suite  
HTML-Email Certified

### PROFESSIONAL EXPERIENCE

#### GRAPHIC DESIGNER

2016 TO 2020

##### CHARLES RIVER APPAREL- SHARON, MA

Led end-to-end digital media and web design projects, providing creative guidance on scope, concept, visual design, and execution. Emphasized brand continuity across various media assets; product brochures, hang tags, trade show graphics, flyers, virtual samples, logos, and targeted emails. Assisted in direction of models and photo shoots; led, managed, and developed design interns.

- Redesigned company email template and produced sales-driving, brand-extending and cross-channel campaigns including branding concept, logo design, and print materials.
- Designed dramatic and eye-catching graphic solutions that contributed to the successful launch of new company website.
- Established and maintained relationships with printers and outside vendors; negotiated and secured print contract, saving \$20K in printing costs while preserving integrity of deliverables.
- Created new and modern design themes for seasonal catalog that garnered 3 consecutive American Graphic Design Awards (2017-2019) for graphic design excellence.

#### GRAPHIC DESIGNER

2014 TO 2016

##### CHEMETAL, EASTHAMPTON, MA

Graphic Designer for Chemetal, Treefrog, and Interior Arts product lines. Successfully translated subject matter into concrete design for newsletters, promotional materials, and sales collateral. Prepared layouts, information graphics, and determined style, size, and arrangement of illustrations and text using the latest graphics design technology, including Adobe Creative Suite.

- Developed marketing assets for 24 new design themes in support of marketing campaigns; produced graphic design assets, brochures, web pages, and other promotional pieces utilizing branding standards and guidelines.
- Designed and produced visual content for use on social media platforms, increasing Facebook viewer engagement by 70%.

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## COLLATERAL DESIGNER/PROD. MANAGER 2008 TO 2014 THE ORVIS COMPANY, SUNDERLAND, VT

Coordinated work activities, led project teams, and supervised all incoming collateral work orders from internal and external clients. Conceptualized brand identities and designs for new and existing fishing, men's, women's, pet, and gift product lines. Assured final deliverables met or exceeded established accuracy, consistency, and quality standards.

- Designed high-impact product packaging for Hydros Fly-line packaging that enhanced brand awareness and cemented powerful brand identity.
- Conceived design for internal pet product information brochure that led to \$1M growth of in-store green phone sales.
- Partnered with external packaging design vendor on development of innovative, green fly line product packaging; contributed to work that earned an AmeriStar Award in the Retail Category for Plastic Ingenuity.
- Trained, coached, and mentored design interns through exposure to new challenges, decisions, and in-house team meetings.

## ADDITIONAL EXPERIENCE

### FREELANCE GRAPHIC DESIGNER 2005 TO PRESENT MULTIPLE ENGAGEMENTS, VARIOUS LOCATIONS

Efficiently manage and coordinate design production from concept through completion. Collaborate with clients to establish vision, conceive designs, and complete deliverables within project deadlines and requirements. Create and deliver highly persuasive marketing collateral; logos, websites, and social media content, explicitly presenting features and benefits to cultivate client buy-in. Conceptualize brand identities and designs for a suite of business clients.

- Collaborated with cross-functional teams to translate business objectives and customer needs into comprehensive marketing design strategies.
- Developed and maintained brand marketing design language ensuring message consistency across all communication assets and branding opportunities.
- Produced outstanding designs used in logos, online content, and print ads.