



Brandon A. Stanley
Creative Director

Learn More About Me & See My Work At
BrandonAStanley.com

Contact Me At:
BrandonAStanley.com/Contact

Mission Statement

Over the past several years, I've worked across branding, digital design, marketing, retail environments, and front-end development to create work that connects strong visuals with real business goals.

What drives my work is the balance between aesthetics and functionality. I'm passionate about creating experiences that not only look visually compelling, but also feel intentional, immersive, and effective in the real world.

Education

Bachelor's of Fine Arts In Graphic Design • Earned 2021 • Rocky Mountain College Of Art & Design

- Graduated Cum Laude
- President's or Dean's List for 3 consecutive years

Awards

Best Of Colorado Portfolio Review • Earned 2017

Portfolio Review Scholarship at Rocky Mountain College of Art & Design • Earned 2017

Commissioned Work

My commissioned works include working with clients such as:

- HCM Strategists: Added brand consistency within all digital mediums
- Sony Music Entertainment: Paid work on album covers and logo designs
- Mo'Print: Managed all advertising, communication, and distribution of printed assets

Publications

Blue Waves • Published in Birdy. Issue 49

Dardano's • Footwear Insight • 2023 Issue

Work Experience

Creative Director • Dardano's Shoes & Vento Coffee • Sep 2022 - Present

- Lead a team of creatives to market the new store location
- Make & oversee direct mailing campaigns, targeted social media campaigns, and targeted CTV ads to increase store awareness and in-store foot traffic
- Direct marketing efforts including bi-annual catalogs for feature products
- Brand communication for ads & in-store events to drive traffic
- Overhauled the entire customer journey front-end development on all sites: increased the conversion rate and annual revenue year over year

Marketing Manager & Graphic Designer • Dardano's Shoes • Sep 2021 - Sep 2022

- Establish brand consistency
- Interior design of new store location & brand participation on custom designed fixtures
- Create social media ads & Google ads
- Uphold Shopify site and revamp themes
- Update in-store experience

Graphic Design/General Business Intern • GigSmart • Jan 2021 - Aug 2021

- Establish brand assets & implement new design standards across apps & website
- UI/UX design on mobile application

Graphic Design Peer Tutor • Rocky Mountain College of Art & Design • Oct 2018 - Dec 2020

- Teach students fundamental design elements
- Train students on software programs
- Customer support and tutoring in person, online, and by phone

Skills

High understanding of the following programs:

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Premiere • Adobe After Effects • Adobe XD • Adobe Lightroom • Figma • Google Ads • Meta Ads • HTML • CSS • Word • Excel • Google Analytics • Codex • Adobe Express • Webflow • WIX

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