

# EDWARD SINE

## **Design & Illustration.**

- Creative project design and development
- Graphics and artwork design and development
- Research and designation of styles and general project requirements
- Communications with clients about design and strategy
- Presentation of creative concepts to clients
- Create on-brand, on-strategy compellingly creative solutions for clients
- Web design and coordinated print design and illustration
- Design of signage and environmental graphics to strengthen brand development
- Advanced proficiency in Photoshop, HTML/CSS, 3dStudio Max
- Outstanding 3d as well as 2d conceptual and visual design skills

## **Management.**

- Strong communications skills—both in writing and in verbal presentations
- Responsibility for profitability and design quality
- Establishment of goals, strategy, and policy
- Lead conceptualization efforts with multidisciplinary teams
- Inspire, train and direct team members
- Maintain design integrity and compliance through the length of the project
- Educate clients on project process, schedule, and scope
- Exceptional problem solving abilities

## **Marketing.**

- Development and implementation of marketing plans
- Online social marketing strategy and implementation
- Strong knowledge of advertising and positioning on the web
- Coordination of online and offline marketing efforts
- Targeted, compelling, on-brand web content and newsletter development
- Trade show experience design and implementation
- Development and negotiation of proposals and presentations
- Strong presentation and written communication skills
- Able to build strong relationships internally and within the industry
- Follow-up communications to ensure client satisfaction and project success
- Strategy and implementation of business development activities

## **Red Creek Design Company - Present**

*Founder and Creative Director*

Engaged in a variety of design services, all created with sound strategy for marketing and brand development. Design lead and management on services including brand identity, themed environments, exhibits, print design, web design, custom art and illustration, and environmental graphic design.

**Partial Client List:** *Hasbro Toys, Cracker Barrel, Ramada Inn, City Furniture, Pilates Edge USA, Promise*

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## **Guy Butler Architecture and Design 2005 - 2009**

*Director of Design, Associate*

As the director of design, created marketing strategies, concept designs, graphics, web design, and illustrations for international resorts, hotels, golf venues, upscale residential, restaurants, and retail projects.

**Partial Client List:** *Marriott, Ginn Resorts, E-Brands Restaurants, Wyndham Resorts, Holiday Inn*

## **Basham & Lucas Design Group 2003 - 2005**

### *Marketing Director and Graphics*

Created concept designs, representational artwork, and marketing plans for developers of high end residential and retail. Developed strategies for naming, identity, and design theme to successfully position the client against competition. Direction and design of on-brand entrance identities, way finding, environmental, and architectural concepts, illustrations, graphic design, and web design.

**Partial Client List:** *Pulte, Del Webb, Centex, Lennar, Wood, Toll Brothers, Terrabrook, East West Partners*

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## **brph 1998 - 2003**

### *Marketing and Graphics Director*

Created concept designs with supporting illustrations and presentation graphics to communicate solutions to the clients. The markets included entertainment, educational, and science related industries. Direction and lead design of conceptual ideas, illustrations, print graphics, presentation media, and web design.

**Partial Client List:** *Universal Studios, Kennedy Space Center, NASA, Lockheed Martin, Boeing, School Systems*

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## **Skill Sets**

- Adobe Photoshop - Expert Level User, Seminars, Trainer, Speaker, Writer
  - Adobe Master Collection
  - Online Social Marketing - Seminars, Speaker, Writer
  - Web Design - design, layout, navigation, and code - html, css, php, Movable Type, Wordpress
  - 3d Studio Max - Advanced User
  - Autodesk Revit and AutoCAD Architectural Suite - Advanced User, trainer
  - Marketing presentations, design presentations, design competitions - extensive, high level experience
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## **Education**

Fairmont State University - Bachelor degree in Architecture and Engineering

Graduated magna cum laude

Further studies: Business Administration - Fairmont State University, Structural Engineering - WVU

## **Online Visibility**

[www.RedCreekDesign.com](http://www.RedCreekDesign.com) , [www.BlueNoseGopher.com](http://www.BlueNoseGopher.com), ArtnArchitecture.com, ColorSketches.com, Behance.net, CGSociety.org, CGChannel.com, CGArchitect.com, Veer, LinkedIn, Facebook, and Twitter

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