

# Brett Boyette

## GRAPHIC DESIGNER

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Award-winning graphic designer who elevates brands through visually impactful design solutions that connect, inspire, and compel.

An award-winning, detail-oriented graphic designer with 10+ years of diverse experience and a track record of delivering innovative solutions that communicate brand messaging and engage audiences. Unique blend of expertise across digital and print mediums, including branded marketing collateral, websites, packaging, catalogs, and signage for B2B and B2C clients in diverse industries. Demonstratable versatility by pivoting to meet client needs and producing results that generate recognition and build brand value.

### KEY SKILLS

Graphic Design  
Brand Development  
Typography & Layout  
Visual Storytelling  
Responsive Web Design  
Package Design  
Digital Asset Creation  
Logo Design  
Photography & Retouching

### TECHNICAL SKILLS

#### Adobe CC

Photoshop  
InDesign  
Illustrator  
Muse  
Dreamweaver  
Animate

#### Languages

HTML/XHTML  
CSS  
JavaScript (basic)  
ActionScript (basic)

### ACHIEVEMENTS

#### NMDA Special Focus Awards

Team Awards for Marketing Philosophy and Best All-Around Packaging  
2018, 2020, and 2021

#### AIVA Award of Excellence

Signage and Environmental Graphics  
2014

#### AIVA Award of Distinction

Themed Signage  
2013

### PROFESSIONAL EXPERIENCE

**Graphic Designer** | Sea-Dog Line | Everett, WA 2017 – Present  
Lead concept and creation of a broad variety of digital and print materials, including catalogs, custom packaging, signage, and website graphics.

- Spearheaded a comprehensive brand overhaul, standardizing packaging and establishing guidelines to create a unified brand identity across all channels.
- Oversaw layout, photography, and production of a 5000+ item catalog covering ten distinct product categories, enabling the successful printing of professionally branded catalogs on-time and within budget and project scope.
- Led all aspects of packaging requirements for compliance with California's Prop65 warning and implemented the language shift by California's deadline.

**Graphic Designer** | BizTech Rx | Marysville, WA 2015 – 2017  
Directed in-house and client projects for the marketing and design arm of a business development organization. Leveraged strengths in layout, typography, and large-format printing to create outdoor signs, magazines, advertisements, and websites.

- Launched full company re-branding with new website, marketing slicks, and tri-fold brochures, giving life to the brand's creative vision and voice.
- Provided unique and engaging cover-to-cover design and layout, including most advertisements, for two issues of *Marysville Tulalip Life*, a local magazine.
- Designed websites for over a dozen clients in the region, including Re/Max.

**Graphic Designer** | InfoAdvantage | Bellevue, WA 2013  
Transitioned from freelance role to full-time design position, supporting major client projects.

- Partnered with Creative Director to expand brands worldwide, creating multiple websites, including a large-scale, multi-language site for Jet Reports.
- Earned AIVA Award of Excellence – the highest honor – for signage and environmental graphics for Direction2013, a Microsoft partner conference that attracted 700+ attendees. Developed conference branding and integrated into marketing efforts. Designed website, signs, brochures, and other collateral.

**Graphic Designer** | Freelance | Greater Seattle Area, WA 2007 – 2017  
Drove projects from concept to completion, providing best-in-class service and quality to ensure client satisfaction and secure repeat business.

- Achieved same-day turnaround on rush projects with zero drop in quality, earning repeat business including logo design, website, business cards, wearables, and more.
- Created graphics and animation for 50+ scripted impact movies, using Flash and design techniques, including color grading, timeline animation, and photo manipulation.

### EDUCATION

**BA in English, Art Minor** | University of Alaska | Fairbanks, AK

**AAA in Animation & Art Design** | The Art Institute of Seattle | Seattle, WA