

T.J. BESAW

EMAIL

tjbesaw@gmail.com

MOBILE

651-373-0547

HOME

1537 NW 56th St #504
Seattle, WA 98107

ONLINE

tjbesaw.com
linkedin.com/in/tjbesaw

SUMMARY

I am a passionate Visual Designer with over 6 years of experience in the creative industry. I possess the working knowledge of standard design principles and follow the latest trends—applying them across both digital and print solutions. I am energized in a dynamic team environment while I have also proven to be independently capable, all while meeting deadlines and exceeding client expectations.

PROFESSIONAL ACCOMPLISHMENTS

I lead a successful rebrand for my current employer—from pitching the concept, to design production, through the final implementation.

Through my creative solutions, development and management, the visitation rate to our company website increased over 155% in year over year growth, thus promoting lead generation and business revenue.

In collaboration with stakeholders across numerous departments, I defined the creative direction for back-to-back seasonal promotions. The style was then implemented in both digital and print mediums contributing to the highest holiday sales revenue to date.

EDUCATION

Undergraduate Studies

Viterbo University in La Crosse, WI
BFA in Graphic Design With an Emphasis in Illustration

Continued Education

Minneapolis College of Art & Design - Advanced Adobe InDesign
Seattle's School of Visual Concept - Advanced Typography

EXPERIENCE

Senior Graphic Designer + Brand Manager at Sajan, Inc. – 2014 to present

- Leader of a full company rebrand expanding to global markets
- Collaborating with copywriters to produce all marketing material including printed collateral, web assets, emails, booklet
- Creating annual marketing plans and managed team to support brand and drive sales
- Concepting, wireframing and designing of an interactive Sales presentation tool

Interactive Designer, Bluestem Brands, Inc. – 2012 to 2014

- Designing assets from creative brief for web and print in collaborative environment
- Display advertising creation – from concept through completion
- Email marketing

Production Specialist, A.J. Forliti Photography – 2007 to 2009

- Portrait and commercial photographic production
- Designing of all studio promotional materials
- Assisting lead photographer on portrait and commercial shoots

Visual Design Lead, AIGA Seattle Changemakers – 2017

- Volunteer role collaborating with professional creative team as selected by AIGA Seattle
- Partnering with local nonprofits and social change organizations to use design thinking and creative tools to advance their mission

PORTFOLIO

tjbesaw.com