
Education**University of Houston**

Bachelor of Fine Arts / Graphic Communications / Graduate Summa Cum Laude
2 years course work / College of Architecture

Selected Skills

I breathe life into ideas. I enjoy solving problems for people and organizations who understand that good thinking and good design is good for business. I am a designer, illustrator, and entrepreneur. My work product is design thinking and creative problem solving. This includes brand identity design, print and editorial design, web design, web development, industrial design, illustration, UI/UX design, consultation, design for business, business ownership, and creative writing. I work closely with writers, photographers, developers, and other content creators and managers to ensure the best possible outcomes. I am involved in all stages of projects from concept to completion. I do my best to inspire, motivate, and encourage those around me.

Experience**Brand Extract / Creative Director / Nov 2017 – Present**

I work directly with key stakeholders and our strategy team to develop and create platforms for our clients' brand strategy. I am responsible for establishing a brand vision and creating a unified aesthetic across all touch-points. My core focus is the creation and implementation of brand concepts and thematic elements that results in a unified brand expression aligned with brand strategy. I lead our team to explore, produce and implement – finding ways to bring brands to market and inspire belief along the way.

Formation / Principal, Design / Feb 2016 – Nov 2017

As principal of design my responsibility is to guide the visual output of the organization on every level from client projects to internal initiatives. I establish the guiding principles that lead to a uniform aesthetic and that communicate on a formal and functional level, leading a team to implement these ideas. I set the standard for design across every aspect of the clients we serve including brand design, spatial design and user-experience design – designing meaningful, thoughtful, and engaging experiences at every touchpoint.

Tangelo / Creative Director / Nov 2014 – Feb 2016

As creative director, stories were brought to life by making ideas tangible and meaningful across all media for the appropriate audience. I defined the design direction on specific assignments and partnered with the creative and account management staff to lead and oversee the finished product. I designed and managed several projects concurrently across disciplines from concept to completion.

The Company / Design Director / Apr 2014 – Nov 2014

As design director, I was responsible for establishing the design direction for campaign and programmatic driven ideas across the entire client roster. Working closely with the entire creative writing and account management staff, we designed and developed campaigns for major business initiatives that were targeted at specific audiences and deployed across multiple platforms.

Tangelo / Design Director / May 2012 – Apr 2014

As design director, my responsibilities included establishing a design direction for individual and thematic projects, design development, illustration and production for both print and web. I was also responsible for art direction, photo direction, client communications, project management and print oversight.

Daren Guillory Design / Owner / April 2009 – May 2012

As owner my responsibilities included design, art direction, consultation, graphic design for print and web, illustration, user experience design, information architecture and web development as well as administrative tasks for business operations including but not limited to: project management, estimating, budgeting, accounting, and vendor relations throughout all project life-cycles.

Savage / Art Director / July 2005 – Apr 2009

As designer, senior designer, then art director, my responsibilities included design, layout, production, graphic design for print and web, identity design, brand guidelines, illustration, user experience design, information architecture, as well as general assistance for any and all senior executives, art directors, and design directors. I worked closely with all staff members, starting at the bottom and working my way towards client relationship management, creative problem solving and idea generation as well as defining creative initiatives that met client goals.



Experience (cont.)

Times Infinity / Designer / August 2003 – July 2005

In an in-house design department for then Southwest Bank of Texas (now Amegy Bank), I provided visual and user experience design for clients and web developers for online products associated with the industry. I was a part of a core group of people that provided services to banking clients as well as outside clientele. My role included visual design, layout for print and pre-press production, as well as web design and production.

Minor Design / Designer / March 2003 – August 2003

As a designer I worked closely with the owner and art director to assist in all design initiatives and projects including identity design, web design, layout and production. I also assisted in daily operations and client presentations. I began to understand environmental graphic design precepts and how to engage in the built environment. I was fortunate to assist in a major, multi-page publication in *Cite Magazine*.

Fogarty Klein Monroe / Junior Designer / March 2002 – August 2002

As a junior designer I assisted the entire creative staff and production management team to create concepts and produce design for web and print publications, brochures, advertisements and banners. I was able to assist in major campaign initiatives and design presentations, as well as pitches to several major accounts.

Awards & Publications

Behance Network / Graphic Design Served / Featured Project / 2017
AIGA / Member Gallery / Featured Project / 2017
Logo Lounge / Volume 10 / Rockport Publishers / 2017 (1)
AIGA / Member Gallery / Featured Project / 2016 (2)
Business Marketing Association / Lantern Awards / Gold / B2B Website over 50K / 2016
Logo Lounge / Volume 9 / Rockport Publishers / 2015 (2)
AIGA / Member Gallery / Featured Project / 2015
Behance Network / Branding Served / Featured Project / 2015
Design Now / AIGA Houston Design Exhibition Finalist / 2015
ADDY / American Advertising Foundation / Silver / 2015
ADDY / American Advertising Foundation / Citation of Excellence / 2015
Graphis / Annual Report Annual / Merit / 2014 – 2016
Pantone® / Canvas Gallery / Featured Project / 2014
Graphis / Design Annual / Merit / 2014
Logo Lounge / Volume 8 / Rockport Publishers / 2014 (1)
Communication Arts / Typography Annual / 2014
AIGA Texas Show / First Place / Photography / 2014
AIGA / Texas Show / Second Place / Videography / 2014
Web Marketing Association / Outstanding Website / 2013
Web Marketing Association / Non-Profit / Standard of Excellence / 2013
IMA / Interactive Media Awards / Best in Class / Hospitality / 2013
IMA / Interactive Media Awards / Best in Class / Advocacy / 2013
American Marketing Association / Crystal Award / B2C website / 2012
Behance Network / Digital Art Served / Featured Project / 2012
Under Consideration / For Print Only / Featured Project / 2012
AIGA / Member Gallery / Featured Project / 2012 (3)
AIGA / Member Gallery / Featured Project / 2011 (3)
American Marketing Association / Award of Excellence / 2010
Denver Museum of Art / Permanent Collection / 2009
AIGA / 365 No. 29 / 2009
AIGA / Design Archives / Jurors Collection / 2009
HOW / International Design Annual / 2009
Graphis / Design Annual / Gold / 2009
Web Marketing Association / Standard of Excellence / 2008
Art Directors Club of Houston / 53rd Annual Show / Silver / 2008
Art Directors Club of Houston / 53rd Annual Show / Bronze / 2008
Business Marketing Association / Award of Excellence / 2008
IABC Bronze Quill / Award of Excellence / 2008
Print Magazine / Featured Project / 2008
American Marketing Association / Crystal Award / 2008

Awards & Publications (cont.)

Graphis / Annual Reports / Merit / 2008
American Marketing Association / Award of Excellence / 2008
Art Directors Club of Houston / 52nd Annual Show / Silver / 2007
Art Directors Club of Houston / 52nd Annual Show, Bronze / 2007
Art Directors Club of Houston / 52nd Annual Show / Bronze / 2007
Step Inside Design Magazine / Featured Project / 2007
Graphis / Design Annual / Gold / 2007
International ARC Awards / Bronze / 2007
Dynamic Graphics Magazine / Feature / 2006
Business Marketing Association / Lantern Awards / Excellence / 2006
Art Directors Club of Houston / 51st Annual Show / Gold / 2006
Art Directors Club of Houston / 51st Annual Show / Silver / 2006
Art Directors Club of Houston / 51st Annual Show / Bronze / 2006
Unisource / Texas Flag / Second place / 2003
Graphic Communications Senior Exhibition / Two Allen Center / 2003
Dallas Society of Visual Communications / Student Show / 2003
East Kentucky University / Almost Famous Awards / Best in Show / 2003
Art Directors Club of Houston / 47th Annual Show / Gold / 2002
Art Directors Club of Houston / 47th Annual Show / Bronze / 2002
University of Houston / Graphic Communications Student Exhibition / 2002
University of Houston / Academic Excellence Scholarship Award / 2002
University of Houston / George R. Bunker Scholarship Award / 2002
University of Houston / Deans List / Fall 1999-Spring 2003
Blaffer Gallery Student Exhibition / 1999

Affiliation**AIGA The Professional Association for Design**

As a chapter member and contributing author, I have served in the community for over 15 years. I have been a part of several small talk and local events and have written articles for the Houston and national chapter blogs. I am currently an active member and attend and contribute whenever possible, including portfolio reviews and in a mentorship capacity.

UHGAP / University of Houston Graphics Alumni Partnership

As a member of the partnership, I have contributed to campaign fundraising events in the form of design for promotional materials and events. I have also given financially towards the scholarship fund, which supports the best and brightest students in their studies.

SEGD / Society for Experiential Graphic Design

As a member, I have contributed to articles and publications that promote the goals and efforts of the organization – advancing the field of experiential graphic design through increased exposure and general awareness of how to contribute and become involved.

References

Upon request, I can provide a more detailed description of the role and responsibilities respective to each professional experience, as well as provide additional work product samples. Please inquire for further information and references.

Additional work samples:

<https://graphicbio.com>

<https://www.behance.net/darenguillory>

<https://dribbble.com/graphicbio>