

**BRIAN HOGAN**  
GRAPHIC DESIGNER  
425 Lees Lane, Collingswood, NJ 08108  
609-932-8184  
hello@brianhogandesign.com  
brianhogandesign.com



---

## WORK EXPERIENCE

GRAPHIC DESIGN: 4/1999 - PRESENT

### **ADVANTA ADVERTISING, HADDONFIELD, NJ**

#### **DESIGN DIRECTOR-PARTNER, 4/2015 - PRESENT**

- Assist Creative Director with new business proposals, estimates, workflow, and art direction
- Collaborate with clients and creative director on strategy of campaigns / brand identities
- Present design work to clients in person, via phone, and email
- Responsible for managing approximately 10 clients, duties included:
  - Daily email correspondence
  - Face to face meetings on new and current jobs
  - Coordination of estimates for costs
  - Project management of internal team of 3 people and an external team of 2-3 people
  - Update of weekly deliverable list, Gantt charts and project management software that tracked each job in agency
  - Led weekly team meeting keeping all team members updated on all open jobs
- Work closely with programmers on multiple websites using responsive design techniques
- Create / follow brand guidelines for agency and clients
- Exercise quality control on all materials produced to ensure developed work is of merit and consistent with the brand
- Supervise / mentor one graphic designer
- Coordinate with printers and publications on production of final printed materials

### **INSPIRA FOUNDATION GLOUCESTER COUNTY**

#### **FREELANCE GRAPHIC DESIGNER, 12/2015 - 12/2017**

- Create multiple collateral pieces (e.g. direct mailings, invitations, one sheets) for fundraising events
- Establish a brand consistency based off of corporate guidelines and existing website
- Worked with the Executive Director on the concept, design and production of a corporate brochure for Inspira's new Mullica Hill location
- Work with internal divisions and outside vendors to coordinate production of print and digital materials

### **THE WORKING ASSEMBLY, NYC**

#### **FREELANCE GRAPHIC DESIGNER, 6/2014 - PRESENT**

- Assisted TWA develop branding for new Hudson Valley based hotel
- Assisted TWA develop branding for NYC based talent agency
- Assisted TWA develop branding for Philadelphia based real estate developer

### **PERRIN PRING, BOZEMAN, MT**

#### **FREELANCE GRAPHIC DESIGNER, 8/2012 - 6/2014**

- Created a series of book covers for three novels

### **THE STAR GROUP, PHILADELPHIA, PA**

#### **GRAPHIC DESIGNER, 11/2005 - 12/2009**

- Provided art direction on local non-profit cancer awareness group
- Concepted, ideated, and executed projects from beginning to end
- Prepared files for production release
- Photo editing / retouching
- Logo design and development

### **SCUNCI INTERNATIONAL, HATBORO, PA**

#### **FREELANCE GRAPHIC DESIGNER, 4/2003 - 4/2005**

- Worked closely with Vice President of the Appliances Division
- Design and layout of consumer packaging and products
- Logo design and development
- Assisted Creative Department with design projects
- Art directed photo shoots

**PHILADELPHIA CITY PAPER, PHILADELPHIA, PA**  
**EDITORIAL ART DIRECTOR, 4/1999 - 4/2003**

- Layout and design of paper from start to finish
- Full redesign of paper
- Art direction of photography and illustrations
- Collaborated with editor, writers, and photographer for cover design and interior pages
- Prepared editorial pages for production manager

**AWARDS**

- The Philadelphia Addy Awards (1 Award)
- The Pennsylvania Newspaper Association, Division 5 (4 Awards)
- The Association of Alternative Newsweekly Awards (5 Awards)
- Society of Professional Journalists (1 Award)

OTHER EXPERIENCE: 6/2010 - 11/2013

**National Park Service**

**Seasonal Park Ranger - Law Enforcement**

**Gettysburg National Military Park, Gettysburg, PA US, 5/2013 - 11/2013**

**Yellowstone National Park, Yellowstone National Park, WY US, 5/2012 - 9/2012**

**White Sands National Monument, Alamogordo, NM US, 3/2011 - 3/2012**

**Independence National Historical Park, Philadelphia, PA US, 2/2011 - 3/2011**

**Olympic National Park, Kalaloch, WA US, 6/2010 - 9/2010**

---

**EDUCATION**

**Drexel University, Philadelphia, PA US**

**Bachelor's Degree - 6/1998**

**Major: Graphic Design**

**GPA: 3.16 out of 4.0**

*Continuing education through meet-up groups, online classes and articles on industry trends*

**Parks Law Enforcement Academy, Skagit Valley College, Mt. Vernon, WA US**

**Certification - 4/2010**

**Major: Law Enforcement**

**Minor: Emergency Medical Training**

---

**REFERENCES**

Christiana A. Beck, Website UX Specialist, Visit Philadelphia

Phone Number: 267-218-4426

Email Address: christianaabeck@gmail.com

Allison Kulak, Director of Development, Clinical Programs at Temple Health – Temple University Health System

Phone Number: 609-828-9606

Eric Linaris, Chief Ranger, Joshua Tree National Park

Phone Number: 215-834-0997

Email Address: eric\_linaris@nps.gov

Lawrence O'Toole, Partner, The Working Assembly

Phone Number: 215-796-2218

Email Address: lawrence@theworkingassembly.com

---

**PORTFOLIO**

[brianhogandesign.com](http://brianhogandesign.com)