



# DREW SHAFER

SOCAL CREATIVE & EVERYDAY TINKERER

LET'S CHAT / 909.732.3855

PORTFOLIO / DREW-SHAFER.COM

CONNECT / MAIL@DREW-SHAFER.COM

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR / SENIOR ART DIRECTOR / SENIOR DESIGNER

FREELANCE — 2016-CURRENT

- Partnered with agencies & brands to provide creative services including:  
*Creative/Art direction, design, web/UI, motion, photography, retouching & marcomm.*
- Independently manage client accounts, client communications, & budgets.
- Led project development, pitching, time management & deliverable schedule.
- Scouted, delegated & managed freelance creatives based on project needs.
- Oversaw the production & final delivery of all project objectives.

#### CLIENTS:

*Microsoft, Lucasfilm, Disney, Xbox, Adidas, Nike, Paramount Pictures, IBM, Firestone, Hurley, University of California Berkeley, Ocean Spray, ICEE Co., Merrell*

### ASSOCIATE CREATIVE DIRECTOR / SENIOR ART DIRECTOR

[CONTRACT] AYZENBERG GROUP — PASADENA, CA — JAN 2018 - NOV 2019

- Led concept & art direction for Xbox & Mixer social accounts.
- Developed concept pitch decks & presented creative directly to clients.
- Collaborated with creative team to execute project deliverables.
- Executed creative with excellence & premium craft.

### ART DIRECTOR

CONSCIOUS MINDS — PASADENA, CA — SEPT 2012 - JUL 2016

- Executed premium art direction & design solutions for several high-budget clients.
- Developed conceptual design ideas & confidently pitched ideas directly to clients.
- Directed on-set & on-location for multiple photography productions.
- Oversaw the post-production of photography, motion graphics & design content.
- Managed several, simultaneous Junior-level creatives & contracted freelancers.

### SENIOR GRAPHIC DESIGNER

INVISIBLE CHILDREN, INC. — SAN DIEGO, CA — AUG 2012 - JAN 2013

- Collaborated with creative & organization leadership to develop marcomm materials.
- Managed simultaneous project time lines & deliverables.
- Oversaw the print production of mass-produced communication pieces.

### GRAPHIC DESIGNER

MFG PRODUCTIONS — LOS ANGELES, CA — OCT 2011 - JUN 2012

- Developed & designed graphic assets for event promotion & music productions.
- Demonstrated ability to create conceptual designs & ability to extend existing branding.

### GRAPHIC DESIGNER

ALPHAGRAPHICS — RANCHO CUCAMONGA, CA — APR 2010 - JUN 2011

- Executed the design & preflight of projects for print production.
- Ability to understand business objectives, incorporate feedback & produce exceptional solutions.



# DREW SHAFER

SOCAL CREATIVE & EVERYDAY TINKERER

LET'S CHAT / 909.732.3855

PORTFOLIO / DREW-SHAFER.COM

CONNECT / MAIL@DREW-SHAFER.COM

## BACKGROUND

### ABOUT DREW

LET'S MAKE SOMETHING RAD!

Drew Shafer is multi-disciplined creative, capable of handling any challenge that's put on his plate. With over 10 years on the grind, he has worn the hat of Creative Director, Art Director and Designer. He is passionate about crafting remarkable work that has the power to connect with people on an authentic human level. With a thoughtful approach to creative process, an intentional insight to project development, and top-notch design skills, Drew is sure to be a great fit for your next gig.

### EDUCATION

SEPT 2006 - MAY 2011

BFA Graphic Design, California State Polytechnic University, Pomona

### TECHNICAL SKILLSET

Software proficiency

- Adobe Creative Suite
- Microsoft Office Suite
- Sketch / InVision
- Digital & film photography / Studio Lighting / On-location.
- Knowledge of HTML, CSS, PHP, & Javascript web languages.
- Skilled in working with tangible mediums & mixed media.

### PROFESSIONAL SKILLSET

- Honest, open & integral with coworkers & clients.
- Ability to lead a team, collaborate with coworkers and mentor junior creatives.
- Clear communicator, active listener & able to identify other's needs.
- Fully engaged in problem-solving discussions and creative development.
- Honors commitments & punctual with time management.