

Dean Davide Hunt
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616.690.3505

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<http://www.deandavidehunt.com/>

PROFILE

Success oriented and high energy senior graphic designer with over 18 years of experience. Good written, oral and interpersonal communication skills with the ability to problem solve. I am a team player with leadership qualities with revenue being top of mind.

Areas of strength include:

New Business Design	Budget Planning/Execution
Print/Digital Design	Campaign Concept/Developing
Photographer/Stylus For Outside Photographer	Merchandising/Marketing Strategies
Team Development/Mentoring	Brand Development/Style Guide Development

EDUCATION

BACHELOR of ARTS, *Visual Communications*. MINOR in ARTS, *Illustration*.

Kendall College of Art and Design, Grand Rapids, Michigan

Experience with the Adobe Creative Suite and Microsoft Office programs including Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Flash, Word, Excel and PowerPoint. Experienced in internet programming languages and WordPress.

EMPLOYMENT HISTORY

08-13 - Present SPARTANNASH Grand Rapids, Michigan

Grocery retail, over 170 stores, and distributor to over 1900 independent grocers. After the merger of Spartan Stores and Nash Finch in November of 2013, SpartanNash became a fortune 400 company.

- Design and develop brand standards for the newly formed company of SpartanNash
- Design and oversee the creative of multiple banners including D&W, Family Fare, VG's, Forest Hills Foods, etc. which includes in-store signage, interior decor, ads, billboards, digital banners, direct mail pieces and various promotional pieces
- Design and develop campaigns for retail banners such as Family Fare most recently in North Dakota which exceeded sales by 30% and continues to do so
- Oversees the creative for the main corporation SpartanNash including trade shows, trade ads, corporate brochures, etc.
- Has started the SpartanNash innovators group to help foster innovation within the organization
- Have been appointed to special teams to help turn around sales of stores and develop strategies against new threats

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continued

EMPLOYMENT HISTORY

02-02 – 08-13 BAUVILLE INC. Grand Rapids, Michigan

International business to business employee recognition awards company. IDville and High 5 are sister companies. Art Director and Lead Designer in charge of twelve million catalogs, websites, and product launch cycles.

- Design all catalogs in various sizes ranging from 24-120 page counts, with over 63% of sales generated from them
- Design promotional multi-channel campaigns which have outperformed the prior year's ROI by 23%
- Develop brand style guides for all three businesses, including print and digital media
- Responsible for designing catalogs, internet sites, email campaigns, new products, direct mail pieces, show booths, brochures, software interfaces, logos, graphic standards manuals, etc.
- Has designed many best selling products and themes
- Part of taking Baudville from a 12 million, 36 person business to 40+ million dollar, 86 person business

01-98 - 12-01 MARTIN WINDSOR & ASSOCIATES Grand Rapids, Michigan

German-based advertising agency. Over 40 clients served. Art Director with main focus in new client acquisition and digital media design.

- Designed and coded websites opening a new avenue of business for the agency that brought in over \$50,000 more a year
- Created over 20 new client presentations a year for new business
- Responsible for designing and overseeing various materials such as magazine ads, brochures, invitations, direct mail pieces, letterhead, business cards, newsletters, show booths

05-96 - 01-98 STEKETEE'S Grand Rapids, Michigan

Retail store with six locations in west Michigan. Advertising manager and lead designer. Worked for the store chain during my last year of college and beyond.

- Designed the layouts and distributed all of the ads for the six news papers
- Photographed shoe and other departmental advertisements
- Record keeping of the advertising budget and ordered ad placement for each week
- Designed signs for the six stores

SPECIAL AWARDS AND ACCOMPLISHMENTS

ArtPrize artist in 2010, 2011 and 2013.

2010 - I was the designer for the world's largest greeting card with my youngest daughter on the front of it.

2011 - I illustrated a 7 foot by 8 foot charcoal drawing representing my family tree.

2013 - I created a 3-D classroom with 2-D students. My purpose was to bring notice to the fact that art programs are being cut or even dropped fully.

GOLD winner in the Cross-Channel Merchant of the Year for the holiday campaign of 2011 from Multichannel Merchant Magazine.

The Holiday catalog covers had a 5% increase in response rate over 2010, the social media campaign tripled traffic, an email series that delivered a 20% higher response rate than annual average, and a homepage that led to a 4% increase in traffic and visit duration over 2010. In all making the campaign 24% more profitable than the year prior.