DeRay Gamble

GRAPHIC DESIGNER

Hutchinson, KS

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785.317.4170 mobile

A highly enthusiastic and results-driven Frontend Web Developer and Graphic Designer with substantial success in delivering on-brand, customer-focused, innovative projects. Applies clear direction, outstanding attention to detail and a creative flair in the translation of vision into elegant, engaging and highly effective graphic and website designs. Integrates exceptional project leadership, strong organization, and the ability to direct teams through conceptualization and research phases and to final delivery. Leverages innovative thinking in solving complex problems, creates functional, interactive concepts and is recognized for executing high quality web and graphic design projects to strict time and budgetary constraints.

Professional Experience

Graphic Designer/Web Developer

The Hutch News/Harris Marketing Solutions

Hutchinson, KS
May 2014 - Present

• Manage multiple design projects simultaneously, delivering innovative, elegant designs to strict time and budgetary constraints.
• Oversee the continual development and improvement of Harris Marketing Solutions and client websites.
• Create targeted advertisements for print and digital newspapers, marketing inserts, and email blasts in alignment with brand objectives.
• Translate requirements into engaging, innovative designs, managing each project phase to ensure execution to specific needs.
• Drive client and company revenue through the redesign of the Hutch New Email Marketing campaigns.
• Monitor website analytics, tracking traffic and clicks, compiling marketing reports for the Sales team.
• Collaborate with advertising agencies, reviewing text and image submissions prior to enhancing for delivery.
• Design the covers of magazines and newsletters.
• Lead the design and upload of advertisements directly to the Hutch News website.

Senior Production Artist

Boombah

Yorkville, IL
Sep 2012 - Oct 2013

• Led the creation of marketing and production materials for a large sports apparel company.
• Collaborated with clients and cross-functional project teams, executing needs assessments and maintaining open channels of communication to ensure delivery in alignment with brand vision.
• Championed all phases of production projects, developing concepts, creating storyboards and delivering animations.
• Developed marketing booklets and presentations, generated video concepts for in-store displays and designed event and presentation materials.
• Generated pre-production mock-ups and managed production setup phases.
• Designed materials for screen print and fully dye sublimation.
• Reviewed existing designs and logos, utilizing an understanding of industry guidelines and copyright laws to enhance current products.

Senior Production Designer

GTM Sportswear

Manhattan, KS
Jan 2012 - Sep 2012

• Designed production and marketing materials for a large manufacturer of uniforms and business apparel.
• Coordinated project goals through direct collaboration with the Creative Director and Direct Mail Manager.
• Designed email newsletters and digital marketing materials, managing accuracy and quality control across all project stages.
• Generated images and layouts for mailers and catalog pages, photographed and edited new products for website promotion and created logos and signage for the new retail concept, ‘Game Day’.

Web Designer

GTM Sportswear

Manhattan, KS
Sep 2010 - Jan 2012

• Oversaw the design of digital materials, managing compliance with brand vision and standards in he the delivery of website and graphic design.
• Created digital marketing materials, as well as utilizing HTML to enhance the company website.
• Executed comprehensive research into design trends at major competitors, such as Nike and Adidas, compiling competitive analysis to offer recommendations for overall improvement.

Screen Print Artist & Editor

GTM Sportswear

Manhattan, KS
Jul 2003 - Sep 2010

Designed screen print templates used in client presentations and production. Ensured logos were differentiated for sports and business accounts.
• Took on a lead role, supervising and training as many as 4 employees.
• Nominated as Employee of the Year (2004).
• Gained understanding of the 2 and 4 color print processes.

Embroidery Design

GTM Sportswear

Manhattan, KS
May 2003 - Jan 2004

Edited embroidery designs that focused on letters/names, logos, and mascots. Adapted materials based on an understanding of sewing, thread, and garment materials used during production.
• Promoted based on demonstration of design skills and ability to learn new skills quickly.

Web & Graphic Designer

Frontier Consulting Group, Co.

Manhattan, KS
Dec 1999 - Sep 2002

Designed print and digital materials that range from logos to websites. Assisted clients in updating their websites. Contributed to development of email forms and search engines.
• Improved skills in web design with little formal training.

Education

B.F.A., Graphic Design

Kansas State University

Manhattan, KS
Aug 1994 - Dec 1997

Associates in Arts

Hutchinson Community College

Hutchinson, KS
Aug 1992 - May 1994

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