

# Brent Miller

## DESIGNER/PRODUCTION

April 2008 – Current

*Plumblin* | Napa, California

- Provide creative direction and production support for agency clients related to print, web design and marketing communications and branding.

## CREATIVE CONSULTANT

June 2007 – Current

*Consultants2Business* | Napa, California

- Responsible to lead all design direction and concepts for all in-house/agency design work based on a wide range of clients, related to print, web design and marketing communications and branding.

## FREELANCE DESIGN

Dec 2001 – Current

- Understanding clients business strategy, brand strategy and branding goals in providing creative direction and solutions while managing tight production budgets and deadlines.
- Provide creative services in: web development and management, design of promotional print collateral's including: branding advertising, wine club newsletters, winery brochures, professional photography services while providing any additional creative or strategic needs.
- *Clients included:* Tri Valley magazine, Napa Valley Life magazine, Home Quarterly magazine, Beringer Vineyards, Chateau Souverain, Pine Ridge Winery, Archery Summit Winery, Beaulieu Vineyards, Artesa Winery, Harrison Vineyards, Hawthorn Inn & Suites, Goosecross Vineyards

## CREATIVE DIRECTOR

April 2004 – June 2007

*WineCountry.com, Freerun Technologies* | Napa, California

- Provide and lead all design direction and concepts for all in-house and agency design related to print, web design and marketing communications and branding.
- Provide production support while managing tight in-house/agency budgets and managing production deadlines
- Responsible for directing the development (from copy to design, pre-press to web production) of the creative services team.
- Provide leadership and direction to the creative services team and its internal projects.
- Ensure the design team creates emotional yet revenue driving creative solutions across a broad base of marketing tactics: promotions, copy, banners, landing pages, emails, direct marketing, advertising and visual design.
- Responsible for establishing and maintaining the creative connection with internal/external projects to meet their expectations, while maintaining happy clients on budget and on time.
- Created new corporate branding guidelines while managing a consistent branding message along with advertising campaigns in both print and web advertising.
- *Clients include:* Allied Domecq Wines, USA, Diageo Chateau & Estate Wines, Robert Mondavi, Seagram Chateau & Estate Wines, Sutter Home Winery -Trincherro Family Estate, Vintage Estates, Yountville Inn, VisitHalfmoonbay.org.

## FOUNDER, PUBLISHER/CREATIVE DIRECTOR

January 2001 – March 2004

*Concept Publishing, Inc./Fruitful Ventures, LLC* | Napa, California

- Founder of The Vine™ magazine, a bi-annual visitor guide to the Napa Valley
- Performed all business operations
- Developed business plan while utilizing extensive design, marketing and print knowledge in achieving \$300,000 in advertising sales in the first year
- Worked extensively with food and wine beverage corporations developing marketing and advertising campaigns

## SKILLS

- ? Mac OSX & PCplatform  
Expert in QuarkXpress, InDesign CS3  
Photoshop CS3, Freehand,  
Illustrator CS3, Flash CS3
- ? Web: Dreamweaver, GoLive, Flash,  
actionscripting
- ? Very strong conceptual skills
- ? Extensive knowledge of printing; web,  
offset, digital to plate and  
pre-press production.
- ? Production: 4/C process, spot color,  
various printing techniques, image-  
color correction.
- ? Excellent verbal and written  
communication skills
- ? Ability to lead and challenge a  
large/small staff while managing  
multiple projects
- ? Effective time management and  
strong organizational skills
- ? Extensive knowledge in Typography
- ? Professional photographer
- ? Maintenance and problem solving of  
network infrastructure including but  
not limited to routers, hubs, servers,  
print servers, printers, in both Mac  
and PC environment. Also able to  
troubleshoot individual Mac and PC  
workstations.

(continued)

- Personally photographed every publication including covers, landscape, product, food and winery photography
- Designed and produced entire publication from design conception to press checks
- Developed, created and managed entire web portal
- Awarded two Maggie awards for Best Visitor Guide and Best New Publication in first year (2002)
- Selected as a finalist in Best Design category (2002)
- Won 4 consecutive Maggie Awards for Best Visitors Guide
- Formed partnership with Diablo Publications in Nov 02/Relinquished partnership in March 04'

#### **CREATIVE DIRECTOR**

May 1997 – November 1998

*International Heritage, Inc.* | Raleigh, North Carolina

- Created and developed an in-house creative department
- Collaborate with inner and outer office department teams to plan, analyze, organize and execute various production projects to ensure adherence to project objectives and corporate guidelines
- Managing and assigned projects and deadlines with supportive staff and outside agencies.
- Directed entire design and production of point of sale catalogs including product photography, packaging and labeling
- Responsible for the researching, hiring and directing of illustrators and photographers. Directed photography in merchandising, lighting, propping and stylizing
- Design of direct mail campaigns, product brochures including various company and product promotional materials
- Production of trade show and event graphics that included, signage, displays, posters
- Responsible for budget(s) of art, photography, production and printing of every project. Annual budget of \$3 million
- Initial concept creation to development/refinement of design direction and production phases
- Interacted with all levels of the corporate staff and executives to gather and provide information about various projects within Creative Services Department
- Supplying printing bids to various printers on specific and specialty printing projects
- Selected and purchased paper through paper brokers
- Managed the production process from photo scanning, color proofing and printing including on-site press checks for exact color matching
- Analyze and pro-actively suggest areas for improvement and cost saving measures
- Manage and direct supportive internal and external team of graphic designers and writers
- Supervised and directed outside advertising agencies and merchandise manufactures for consistent corporate identity and guidelines

#### **SENIOR ART DIRECTOR**

August 1992 – May 1997

*Bond Publishing, Inc.*

*Medical Life Publishing, Inc.* | Raleigh, North Carolina

- Managed, motivated and directed a design team of 12 people
- Utilized teamwork efficiency, quick creative ideas and excellent communication skills to produce 55 (quarterly/annual) magazines a year
- Responsible for design and production of every magazine
- Selected, negotiated, assigned and directed freelance illustrators and photographers for specific articles and feature story design
- Coordinated and directed freelance photographer(s) on studio propping and stylizing
- Contributed design ideas with the editorial department on determining final story assignments and design direction
- Responsible for annual printing/production budget of \$2 million

Online portfolio can be viewed at [www.bmillerdesign.com](http://www.bmillerdesign.com)

#### **RECOGNITION**

- ? 2004 Maggie Award winner: Best Visitor Guide
- ? 2003 Maggie Award winner: Best Visitor Guide
- ? 2002 Maggie Award Winner: Best Visitor Guide & Best New Publication
- ? 2002 Maggie Award Finalist: Best Design
- ? Art Director Achievement Award, commissioned artwork by Rich Borge, Communication Arts, Illustration Annual, 1997 page 65
- ? Art Director recognition, commissioned artwork by Rick Smith, American Illustration 15
- ? Personal photography published in the following media: TheKnot.com, WineCountry.com, Golf Weekly, Vine magazine, Las Vegas magazine

#### **EDUCATION**

- ? Western Carolina University: major: Graphic Design 1988-89
- ? Johnston Community College major: Graphic Design 1986-1988