**DEAN VAN EIMEREN**

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**SENIOR GRAPHIC DESIGNER** • **CREATIVE DIRECTOR**

ECD • CD • ACD • Creative Manager • Art Director • Senior Graphic Designer

360º Creative Development • Talent Recruiting / Mentoring • Hands-on Digital and Print Design

Improved Design Team • Contributed to Client’s Phenomenal Growth • New Tech Innovator

Recognition from CA Magazine, Graphis, London International Advertising Awards and Others

**WORK EXPERIENCE**

**Dean Van Eimeren Design January 2017 – Present**

**Principal**

*Freelance Graphic Design and Branding*

• Improved design of fund-raising materials for the Japanese American National Museum, in DTLA

• Contributed pro-bono design work to Science Delivered, a non-profit STEM-oriented educational

organization through Taproot.com

• Redesigned logo and branding guidelines for Freebirdrides.com, a start-up ride-hailing app

• Generated pitch presentations including event concepts, activations and image composites for AMCI

• Designed conference promotional pieces for L’Ecole du vin de Bordeaux

• Streamlined POS materials for FreeVision’s Vilta digital camera gimbal while reducing costs

**Nucleus Worldwide** **January 2011 – December 2016**

**Partner / Creative Director**

*Ad Agency / Digital Communications Firm*

• Awarded “Digital Agency of Record” for Suzuki Automobiles U.S.A.

• Optimized Suzuki’s digital banner advertising efforts and reduced costs

• Designed and produced MY-2013 Suzuki showroom brochures with less than half of 2012 budget

• Refined brand messaging for The Association of Volleyball Professionals (AVP) from “Party on the

beach” to “Gender-equal professional-level athletes”

• Grew the AVP brand by helping to expand into developmental youth leagues (AVP First and AVP Next)

• Increased AVP’s Social Media presence with regular posts of conceptual image composites

• Developed digital banner campaign for AVP sponsor Wilson Volleyball per existing brand guidelines

• Produced Father’s Day promotion POS materials for Ole Smoky Moonshine

• Improved the design and performance of Ole Smoky Moonshine’s website

• Generated Ole Smoky Moonshine print ads for the Canadian market

**Vere Communications** **December 2005 ­– December 2010**

**Partner / Creative Director**

*Integrated Marketing and Design / Branding Firm*

• Developed major packaging program for Yamaha Motorcycles Parts & Accessories, fitting over 1600

SKUs into under 200 package formats

• Website redesigns large and small, from Public Storage to Redondo Van & Storage

• Designed and produced early iOS game app, later repurposed as a marketing promotional piece

**Rubin Postaer & Associates** **March 2004 ­– August 2005**

**Art Director (Seasonal contract)**

*Ad Agency (American Honda Motor Company, Agency of Record)*

• Designed and art directed Honda automobile showroom brochures under seasonal contract (2 seasons)

**Saatchi & Saatchi Los Angeles** **1989 ­– 2003**

*Ad Agency (Toyota Motor Sales USA, Agency of Record)*

**Creative Director for Integrated Marketing February 1998 – March 2003**

*(Agency dropped VP Titles in company-wide title simplification)*

• Added micro-sites and digital banner ads to website management duties for Toyota

• Toyota products grew from 12 to 18 vehicles during my tenure – direct reports grew from 8 to 30

(ACDs, Art Directors, Writers and Digital Producers)

• As member of the Executive Committee, orchestrated a redesign of office interiors (all 4 floors)

**VP Group Creative Director November 1992 – February 1998**

*Promoted to Group CD*

• Directed “below-the-line” creative team on all Toyota brochures, direct marketing and POS materials

• Contributed to agency new business pitches

• Started Internship program with CSULB Design program and hired / mentored many after graduation

• Introduced digital CD ROMs and then Toyota.com to Toyota’s marketing mix

• Joined Executive Committee

**VP Associate Creative Director November 1989 – November 1992**

*Promoted early*

• Designed, art directed and produced 1993 Supra Turbo launch brochure (all new)

• Led team on the balance of showroom brochure work and POS materials

**Executive Art Director March 1989 – November 1989**

*Headed collateral creative team under the Group CD*

• Designed and art directed launch showroom brochures for Toyota Motor Sales USA

(all-new photography, copy and illustrations)

• Led team of 5 art directors and 3 copy writers working on the balance of TMS showroom brochures

(12 models total)

**EDUCATION**

**Kent State University, Kent, Ohio**

**Master of Arts, Graphic Design**

• Awarded teaching assistantship

• Taught foundation level design as a Grad TA

**California State University, Long Beach**

**Bachelor of Fine Arts, Graphic Design**

**AWARDS / RECOGNITION / KEYWORDS**

Communication Arts • Graphis • Beldings • London International Advertising Awards • One Show • International Automotive Advertising Awards • Software: Adobe CC • Photoshop • InDesign • Illustrator • Animate • Microsoft Office • Power Point • Excel • Word • Apple Keynote • Pages • Numbers • Webflow

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