


ALAN GRAYSON

heygraydesign

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QUALIFICATIONS

Creative leader with experience across various disciplines of creative direction, graphic and experiential design. • Proven track record leading design teams to deliver exceptional consumer experiences via 360° marketing concepts. • Respected educator and mentor to students and future leaders of advanced art/design and architecture. • Directed projects for a wide range of clients and partnerships including General Motors, Whirlpool, Walmart, Susan G. Komen, Jeep/Chrysler, MGM Grand Detroit, ConAgra Foods, Amway and various freelance clients.



SPECIALTIES

• Creative & Art Direction • Teaching • Branding and Identity Development • Digital UX Design
• Production • Data Visualization • Brand & Communication Strategy • Event/Retail Marketing

Adjunct Design Professor - Lawrence Technical University *Southfield, MI | 2004 - 2019*

- Create and instruct curriculum for entry-level graphic design and senior portfolio courses for Art/Design, Interior and Architecture students.
- Leverage industry and business professional contacts to create guest speaker series providing insight into current industry standards and evolving design trends.

Senior Communication Designer/Resource Management - Gongos *Royal Oak, MI | 2018 - 2019*

- Produced presentations, infographics and translation of raw data into physical communications
- Supported production of videos by developing storyboards, style guides and written copy.
- Managed and main point of contact for 10-person design team for all creative related requests, including availability, distribution and conflict resolution to support overall business goals.

Manager, Business Intelligence Visualization - MRM//McCann *Birmingham, MI | 2014 - 2018*

- Lead a 40+ member analytic team in creating and upholding global brand standards for General Motors and new business clients, while assisting in educating basic design principles.
- Reduced response time for delivery of reports - increasing client reaction time to marketplace trends.
- Set new standard for reporting by increasing engagement with newly designed analytic products and tools.

Supervisor/Senior Designer - GlobalHue *Southfield, MI | 2008 - 2014*

- Managed Jeep campaign subway take-over in New York Penn Station (weekly viewership of 500K), consisting of large format banners, pillar wraps, platform runners and floor graphics.
- Creative director of 150-page Jeep Brand Book—showcasing history, vision and style guide of brand
- Designed and managed Jeep 2013 Winter X-Games sponsorship materials—development of the event theme and various 360° consumer marketing experiences.
- Lead designer behind launch of “America I Am,” national African-American history educational initiative via partnership between PBS and Walmart stores, generating 60M media impressions.

Senior Art Director - Mars Advertising *Southfield, MI | 2002 - 2007*

- Co-led creation of custom imagery catalogue and searchable database solution that increased client efficiency by 60% for Whirlpool Corporation.
- Lead designer of national “5-A-Day” campaign designed to promote fruit/vegetable consumption — directed print, POP, sampling, influence programs and partnerships within national Walmart outlets.



EXPERIENCE

Ferris State University, *Big Rapids, MI*

B.S. degree in Business, Major: Advertising / A.A.S degree, Major: Visual Communications



EDUCATION