

Brian Mays

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Summary

Creative Director, Graphic Designer, Trainer, Teacher and Team Leader with a proven track record in managing and producing innovative projects across print, digital, and social media platforms. Currently seeking an opportunity to contribute as a Graphic Design Professor by using my expertise and leadership skills in a university setting. Over two decades of practical experience providing creating communication solutions as well as two decades of experience teaching in adjunct roles at various universities, training centers, and community colleges. Highly skilled in creating assets for use across print and digital based advertising and communications. Certified technical trainer adept in conducting training courses on leading design software. Strong interpersonal skills with ability to collaborate and represent department in organizational meetings. Ability to manage, streamline, and teach creation of digital products including websites, apps and advertisements which improve communication efficiencies and significantly increase exposure according to business initiatives. Embraces new technologies and strategizes uses with partners for communication needs.

Professional Experience

Marketing Coordinator, Heartland Tank Services

Oklahoma City, Oklahoma | 2023 - present

- Build and place print and digital advertisements.
- Book tradeshow.
- Monitor and update social media and website.
- Communicate with vendors.
- Track analytics for website and social media.
- Concept new campaigns and organize into a marketing repository to allow the company to promote any aspect of the business at any time.

Branding & Graphics Specialist/Creative Director/Graphic Designer, Putnam City Baptist Church

Oklahoma City, Oklahoma | 2015 – 2023

- Created visual solutions in a non-profit environment that helped tell a consistent story across various media (digital, video, and print).
- Expanded the capabilities and output level of the media team, helping establish a communications department. Weekly output at the beginning of my tenure was one short video of announcements along with a handful of graphics that appeared on monitors. Weekly output has increased to include 2-3 additional video pieces per week, the weekly bulletin, pastor's sermon illustration graphics and animations, in-house web site creation and maintenance using WordPress and Divi, podcast production, email creation, social media content and management, event photography and videography, and occasional writing for staff members.
- Helped implement time and money saving messaging solutions such as digital kiosks that cut production time by at least 80% by eliminating the need for custom video slideshows.
- Strategized communication approaches to allow our small team to multitask as much as possible, creating content for multiple platforms concurrently.
- Mentored design interns in best practices for upcoming graphic designers and created a communications team of four individuals to handle church needs.
- Worked with volunteers to coordinate messaging to church members.

Director of Creative Development, Heritage Hall

Oklahoma City, Oklahoma | 2011 – 2015

- Directed creative development and marketing functions in a non-profit environment for print and digital designs including the Charger Call magazine, Inside the Hall back to school packet, fundraising initiatives, annual programs and the school website; increased digital work in the areas of web, mobile, video and social media.
- Created, designed and developed multiple avenues for increased exposure and accessibility including the Charger Call online magazine and the Heritage Hall iPhone app.

- Implemented processes and procedures to enhance the production process.
- Streamlined processes to reduce costs and increase production time; developed processes allowing for in-house creation of school directory; reduced technical issues for 3rd party vendors by increasing quality of projects.
- Worked directly with volunteers in fundraising and communication

Owner, Brian Mays Creative/Play & Dream Studio

Oklahoma City, Oklahoma | 1998 – Present

- Provided visual solutions for graphic design, advertising, and marketing needs for contract clients. Clients include: *Inventronics* (lighting company; sales brochures, trade show booth installations, presentation packets) *Oklahoma Watch* (non-profit news organization; fund raising pieces, annual reports, web advertisements) *Mr. Mark's Classroom* (illustrated stage graphics for children-based events) *Harshmann Services* (editor; book cover illustrations and designs) *Mended Little Hearts of Oklahoma* (non-profit charitable organization; fundraising calendar)
- Trained professionals in how to implement their own creative solutions through the use of Adobe software.
- Presented creative training seminars and lessons around the Oklahoma City metro area.

Graphic Designer, OPUBCO Communications Group

Oklahoma City, Oklahoma | 1999 – 2011

- Managed design projects for multiple client websites and advertisements including production and update of print ads for the promotion of digital services.
- Created and implemented client and internal website designs, often from step one through completion.
- Updated both client and internal website content using a variety of methods, from static HTML to graphical edits to working with multiple content management systems.
- Increased productivity, creative processes and technical knowledge of the design staff by researching and implementing new techniques with software already in use.
- Coordinated job flow in the digital design department and created a culture of deadline oriented production.
- Provided continuing education to designers, sales executives and newsroom editors to transition from print to web.
- Created graphics for print and digital news products, such as maps, charts, illustration, and digital page layouts.
- Generated new advertising revenue streams by introducing animation and video advertisements.

Adjunct Graphic Design Instructor, Francis Tuttle Technology Center

Oklahoma City, Oklahoma | 2011 – 2020

- Conduct adult learning classes including InDesign, Photoshop, Illustrator, Social Media, Digital Portfolios, After Effects, Google Apps, Introduction to Macintosh, Mac Apps 1, and 2, and HTML Email.

Adjunct Graphic Design Instructor, Oklahoma City Community College – Graphic Communication

Oklahoma City, Oklahoma | 2003 – 2006, 2015-2017

- Provided instruction for classes including Publication Design, Creativity and Design, Applied Design, Intro to Mac, Intro to Multimedia, Web Design 2, Publication Design, InDesign 2, Flash 1, and Flash 2.

Adjunct Graphic Design Instructor, Southern Nazarene University – College of Art and Design

Bethany, Oklahoma | 2008 – 2011; 2017

- Provided instruction for courses including Web Authoring with Dreamweaver, History of Graphic Design, and Computer Graphics Level 1.
- Evaluated projects to prepare students for the design workforce.

Adjunct Graphic Design Instructor, University of Central Oklahoma – College of Arts, Media and Design

Edmond, Oklahoma | 2005 – 2008

- Provided instruction for classes including Design Technology and Computer Graphics 2 (Adobe Photoshop).
- Created and evaluated projects to expand student design portfolios.

Formal Education

Bachelor of Fine Arts – Graphic Design, 1997

University of Central Oklahoma, Edmond, Oklahoma

Technical Skills

Adobe Photoshop / Flash / Illustrator / InDesign / Dreamweaver / Premiere / After Effects / Podcast production / HTML and CSS to build websites / Mobile App Design / Wordpress / Mac Environment

Professional Certifications

Comp-TIA CTT+ Certified Technical Trainer

Professional Affiliations

- AIGA (American Institute of Graphic Arts), Board Member, 1999 – 2011
Advisory Board Member, 2009 – 2011; Vice-President, 2008 – 2009
President, 2006 – 2008; Secretary, 2002 – 2003

Community Involvement

- Communications Team, First Baptist Church of Piedmont, 2021-present
- First Lego League Robotics Coach - Holy Trinity Lutheran School, 2018-2021
- Parent Volunteer - Holy Trinity Lutheran School, Kingsgate Christian School
- In-Store Art Lessons - Best of Books
- IgniteOKC, Public Speaker, November 2014
- Oklahoma City Community College, Graphic Communications, Advisory Board Member, 2003 – 2015
- "Beginning the Journey," Deaconess Adoption Services, Public Speaker, 2014
- Baptist Communication Association, Web Design Division Judge, January 2010
- Baptist Communication Association, Regional Publication Design Judge, March 2010
- Oklahoma City Metro Technology Center – Graphic Design, Advisory Board Member, 2002 – 2010
- AIGA "20x2" program, Public Speaker, 2007, 2003, 2001
- SkillsUSA, Web Design Competition Judge, February 2010, March 2005
- Putnam City Schools, Career Mentor, 2003
- Oklahoma City Metro Technology Center Advertising Competition, Judge, February 2003

References

Phyllis Eagle - peagle@snu.edu, (405) 409-1334 - current Associate Professional Specialist of SNU Art & Graphic Design

Marcia Feisal - mfeisal77@gmail.com, (405) 740-2095 - previous supervisor at SNU Art & Graphic Design

Brelin Schubert - brelinmk@gmail.com, 843.251.7335 - former Putnam City Baptist Church communications director

Christina Shadid - cshadiddesigns@gmail.com, 405.290.8413 - former Putnam City Baptist Church graphic designer

Terry Wallace - twallaceconsulting@outlook.com, (405) 250-7005 - former supervisor at Francis Tuttle Technology Center Department of Adult & Career Development

Scott Horton - scotthorton@mac.com, 405.513.1279 - former OPUBCO Communications Group creative director

Justin Gammon - jgammon@robypromo.com, 405.850.4309 - former Putnam City Baptist Church media director