

# DUSTIN PAPOW

CREATIVE

BROOKLYN, NY 11225

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MY ILLUSTRATION: [WWW.DUSTINPAPOW.COM](http://WWW.DUSTINPAPOW.COM)

DESIGN: [WWW.BEHANCE.NET/PAPOWDESIGN](http://WWW.BEHANCE.NET/PAPOWDESIGN)

I believe in the power of story; every great design has one. My desire to create & engage is complimented by a flair for research. I'm curious about the natural world, cultures of past and present, and the people I meet. The world is a place of magic and I strive to share its stories.

## PROFICIENCY

### SPECIALIZED SKILLS

Art Direction  
Illustration  
Branding  
User Experience Design  
Visual Merchandising  
Trend Research

### TECHNICAL SKILLS

Mac & PC  
Photoshop  
Illustrator  
InDesign  
Dreamweaver  
HTML/CSS

## ACHIEVEMENTS

Featured Artist On Advocate.com, 2015  
The Bigger Book of Fashion Illustration, 2011  
YoHo Magazine Interview, Beijing, China, 2008  
Spectrum 14: The Best In Contemp. Fantasy Art, 2007  
Society of Illustrators Student Exhibition, 2007

## EDUCATION

**Bachelor of Fine Arts, Illustration**  
College for Creative Studies, Detroit, Mi

**International Studies**  
Studio Art Centers International, Florence, Italy  
Iavicoli-Rossi Design Studio, Florence, Italy

## VOLUNTEER

**Director of Design**  
Out For Undergrad, Growth Team, NYC  
Designed within brand parameters across various touch-points and mentored students at conferences.

**Pride Employee Resource Group Co-Leader**  
Macy's, Herald Square, NYC

## EXPERIENCE

### MACY'S INC., NEW YORK CITY, NY — APRIL 2013 - CURRENT

#### ► Visual Creative Coordinator:

Partner with Creative Director on planning, budgeting, development, and implementation of visual solutions to support key product distortions that connect customers to the brand and drive sales.

Research and identify trends in fashion, retail, design, & millennial lifestyle to apply new perspectives to displays and achieve engaging experiences for a younger audience.

Conceptualize and design creative briefs, mood boards, concept renderings, and spec drawings to communicate and present ideas to internal teams and business partners.

Support store associates by driving execution through written communication and troubleshooting questions from the field through telephone, email, or memos.

#### ► Illustrator & Graphic Designer:

Designed in-store visuals, including signs, posters and environmental graphics, utilized to connect customers to the brand and drive sales.

Utilized and customized tracking tools to understand workload, organize projects & forecast an achievable, strategic plan. Tracking workload allowed me to address problems before they became unmanageable and open a dialogue to review expectations with the team.

Developed corporate communications to bolster team and company morale, better engage participants in the company culture and increase cause-marketing participation.

Elevated the aesthetic of concept renderings and improved production efficiency through introducing templates, libraries & shortcuts, to accomplish shorter time lines and provide clearer communication.

Proposed & established a collaborative partnership with directors to create presentations used to obtain major business partners.

Partnered with supervisor to manage and direct freelance talent to achieve deadlines while upholding visual standards.

### FREELANCE ILLUSTRATION & DESIGN — JAN 2011 - CURRENT

Experienced in illustration, print, packaging, web, branding, trend research, concept presentation, & visual merchandising.

► **Clients:** Drom Fragrances, Poppin, Zharmae Publishing Press, Brooklane B&B, Tomatina Juice, Seplo Prod., Dew Good Soaps.

### ART VAN FURNITURE, WARREN, MI — NOV 2007 - JAN 2011

#### ► Integrated Graphic Designer:

Designed and coordinated the production and installation of print graphics and displays for 30 plus store locations.

Developed branding, interiors and customer experience of AV PureSleep.

Achieved budget and production goals with print and display vendors through research, networking, negotiation, delegating, and time management skills.

Pioneered trend research and created content for the VM Dept., resulting in the provision of company-wide educational forecast publications and an internal design blog.

Conceptualized, directed, and styled photography campaigns.