

## dean arbov

creative director and  
senior graphic designer

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## achievements

### DEAN'S LIST

FALL 2015 - SPRING 2019

### SILVER ADDY® AWARD

THE ELEPHANTS BAKERY  
2019 AMERICAN  
ADVERTISING AWARDS  
Lubbock, TX.

## skills

### PROGRAMS

MICROSOFT OFFICE  
ADOBE AFTER EFFECTS  
ADOBE PREMIER PRO  
ADOBE ILLUSTRATOR  
ADOBE PHOTOSHOP  
ADOBE LIGHTROOM  
ADOBE INDESIGN  
WORDPRESS  
ADOBE XD  
WEBFLOW  
BRACEKTS  
SKETCH  
FIGMA  
CANVA  
WIX

### LANGUAGES

CSS  
HTML5  
JAVASCRIPT  
HEBREW

### INTERESTS

BASS  
GUITAR  
DRUMS  
CARTOONS  
VIDEO GAMES

## education

### TEXAS TECH UNIVERSITY

J.T. & MARGARET TALKINGTON COLLEGE OF  
VISUAL AND PERFORMING ARTS | SCHOOL OF ART  
BFA IN GRAPHIC DESIGN

GRADUATED MAY 2019 | MAJOR GPA: 4.0

## experience

### GRAFI DESIGN WORKS, LLC.

FOUNDER; PARTNER; CREATIVE DIRECTOR; DALLAS, TEXAS; NOVEMBER 2023 - PRESENT

- Co-founded and partnered with another designer to establish an agency focused on delivering high-quality design solutions to businesses of all sizes.
- Acquired 3 new clients within the first year, successfully growing the agency's portfolio and establishing a solid client base.
- Collaborated with small businesses to understand their unique brand stories and address their creative needs, ensuring their vision was accurately reflected through design.
- Provided comprehensive design services including logo creation, branding strategies, website development, marketing materials, and e-commerce assets.
- Offered end-to-end creative support, from initial concept ideation to final product delivery, ensuring that every client received tailored, professional results.

### EARSTUDS USA

CREATIVE DIRECTOR; DALLAS, TEXAS; JUNE 2022 - DECEMBER 2024

- Lead the creative direction and execution of all graphic design and visual content, ensuring a cohesive brand identity across all platforms.
- Direct the design and execution of sales materials and marketing campaigns, boosting the brand's presence across digital and print channels, which led to a 25% increase in conversions over a two-year period.
- Oversee and manage the end-to-end process of product photography and model shoots, enhancing visual appeal and contributing to improved customer engagement and retention.

### MEDI-DYNE HEALTHCARE PRODUCTS

SENIOR GRAPHIC DESIGNER; COLLEYVILLE, TEXAS; SEPTEMBER 2019 - APRIL 2022

- Responsible for all graphics work requested by the President, VP of Marketing, and Marketing Manager.
- Designed and developed all catalogs, brochures, sales materials, and product packaging, many of which are still in production today and are distributed to stores nationwide.
- Lead photography and videography efforts for all products, creating visual content used across the company's proprietary website and e-commerce platforms.

### TEXAS TECH PRINT BUREAU

LAB ASSISTANT; LUBBOCK, TEXAS; AUGUST 2017 - MAY 2019

- Responsible for overseeing time-sensitive, end-to-end printing process including file setup, printing, and finishing.
- Hosted client consultations to ensure absolute customer satisfaction with all final products.
- Processed print orders, verified results, and delivered quality end products.