



# Brian Northum

Digital/Graphic Designer and Front-end Developer

## Profile

Twenty-five years of web/graphic design, production design, and web front-end development. Experience with marketing email design and development. Pardot, Eloqua CRM design, automation, template creation, campaign setup. Landing pages and forms.

## Work Experience

### Designer and Developer, Freelance

November 2024 — present

- Branding, label and package design, graphics, product illustrations, and marketing/ad visuals, production setup
- Web design and Shopify store setup

### Designer for Marketing, Sulzer Services, Americas, Sulzer Ltd. Contract assignment from Aquent, a global work solutions company.

April 2022 — October 2024 • 2 yrs, 6 mos

- Digital/Graphic Design and Production Work - marketing collateral, brochures, flyers, event logos and graphics, roll-up posters, signage, billboards (print and digital), product brochures and flyers material layouts to brand specifications
- Web Design/Front-End Development - Pardot landing pages and forms, HTML, CSS, Javascript, JQuery, Bootstrap, TailwindCSS. Background Video editing
- Web/Digital Graphics - Google and social media ads, animated gifs, icons, hero video backgrounds, display screen graphics

*"I highly recommend Brian Northum as a graphic designer. Having had the pleasure of working alongside him in the marketing department, I can confidently say that Brian is an incredibly fast, efficient, and talented professional. His creativity and design knowledge are top-notch, consistently delivering high-quality work that exceeds expectations..." Kate Wood, Marketing Specialist, Sulzer Ltd.*

### Designer and Developer, Freelance

March 2020 — April 2022 • 2 yrs

- Branding, label and package design, graphics, product illustrations, and marketing/ad visuals, production setup
- Web design and front-end development
- WordPress theme design/development
- Book Cover Design

## Contact

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## Links

[Portfolio](#)  
[LinkedIn](#)

## Skills

Graphic/Web Design  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Experience Manager (AEM)  
Authoring  
HTML/CSS/JavaScript  
Email Development  
Eloqua CRM  
Pardot Landing Pages  
Frontend Development

*"For my first book, *The Little Girl at the Bottom of the Picture*, a deeply personal story about my wife discovering her biological family, Brian*

*designed a cover that exceeded our wildest dreams. Moreover, he created beautiful bookmarks and other design elements for promotional purposes.*

*"Brian was incredibly easy and fun to work with. All that, plus his attention to detail and creativity, are why I'd love for him to design covers for future books I'm working on." Jeremy White, Author*

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### **Planned Career Break, Buda TX**

December 2019 — March 2020 • 3 mos

One of multiple people laid off due to a change in company strategy.

- Over 20 years with company
- Consistently received outstanding performance reviews from leadership and peers.
- Parted on good terms and then took some time off.

### **Digital/Graphic/Web Designer, Front-end Developer at Thomson**

**Reuters, Fort Worth, Austin, and Buda TX**

June 1999 — December 2019 • 20 yrs 7 mos

- Digital/Graphic Design and Production Work - Book and CD/DVD cover design and production setup, layout and print setup, product illustrations, web and email graphics
- Web Design, Email Design - branding-related design/re-design
- Email Development - coding, testing, campaign setup, automation
- Front-end Developer - static, WordPress, landing pages, forms.
- Adobe Experience Manager - Authoring, graphics creation, Digital Asset Management.

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*"I had the pleasure of managing Brian while we worked together at Thomson Reuters. Brian brings professionalism, creativity, talent, speed and skill to every project he is involved in - as well as a passion for finding new and better ways to improve on processes..."*

*"Brian is not only a talented and efficient designer, meeting our needs for producing web and email graphics, but he also thought holistically about the usage from the customer perspective. He asked good questions and always endeavored to ensure the customer had the optimum experience possible. He also was always willing to help and train or assist others outside our group, just to help the customer get what they needed...." Jennifer Baron VP Marketing | Searchspring*

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## **➲ Education**

### **BA in History, Texas Tech University**

Yes, I believe a history degree, with its expanded worldview and critical thinking skills has been valuable to my development as a designer and coder.

## **■ Recommendations and Reviews**

### **Recommendation - from Graphic Designer and former supervisor**

"I have worked with Brian Northum for nearly 10 years. He is one of those rare individuals who are talented both creatively, in terms of design, and at the

same time talented with the more left-brained skills of HTML and CSS. Not only is he talented, competent and highly-skilled, he has shown himself to be a team member that we can rely on to get tasks done well and on time. More than that, he is a fine human being whose values I respect - all that combined with a sharp wit and wry sense of humor make him the kind of guy that is a pleasure to work with."

#### **Recommendation - from Senior Web Producer and team member,**

"Brian and I have worked alongside each other for the better part of 3 years. His skills and expertise have played key roles in the many projects we worked on together. He's very knowledgeable in HTML, CSS, JS, and other key elements of web development. Always completing tasks in a timely manner with a great attitude and readiness for whatever comes next. Anyone would be lucky to have Brian on their team!"

#### **Review - Design**

"There are design firms that focus on just doing product design alone. For Brian this is just one of the many tasks we've tossed at him to juggle. He's never dropped one yet. Brian has designed a broad range of Book cover and disk designs to bring us into compliance with the new branding. The design departments of several of our acquired companies have built on Brian's work and followed his direction."

#### **Review - Design and Development**

"One of the common praises I get from R&G personnel who work with Brian is how grateful they are for both the timeliness of his response and the high quality of results he consistently achieves. If it comes from Brian, we're confident it will be good. He is a reliable top-performer. I get this positive feedback from every group that turns to Brian for his help; they are all impressed with his professionalism and skill."

#### **Review - Email Design and Development**

"Brian helped develop new standard email templates and brought new ideas to our brainstorming working sessions. He dedicated time to learn more about email development best practices and researched email examples across industries. Brian also researched how to use and implement dynamic content modules for ecommerce abandon browse emails. Brian developed one of the new CPE email templates that would accommodate detailed event listings and incorporated creative content and design solutions to meet business needs. He also developed several complex nurture campaign emails."