

# Darin Pojar

(623) 217-4903

darinpojar@gmail.com

www.porkypenguin.com

---

## PROFESSIONAL EXPERIENCE

**Banner Health** • Loveland CO 2014 - Present

**Senior Visual Designer - Brand Experience**

- + Provide concept, design and production of a wide range of graphic applications including a variety of web products, social media support, brand creation, environmental graphics and collateral.
- + Present visual solutions to internal clients and help communicate strategies behind design ideas and executions.
- + Develop and maintain Banner Health and Banner Family Pharmacy brand standards in collaboration with Creative Strategy & Brand Experience team; measure standards compliance via annual brand audit and provide findings and recommendations to senior management.
- + Manage the work of outsourced creative services such as photography, design, illustration, copywriting, videography and coordinate and supervise production services.

**Soseus** • Goodyear AZ 2008 - 2014

**Senior Art Director - Brand Strategy / UX**

- + Partnered with clients and internal team in the concept development and execution of web products and site enhancements, as well as co-branded products.
- + Provided creative direction and led team in development of strategic concepts to meet project goals.
- + Seamlessly shifted roles between creative concepts to hands-on design with a keen understanding of best practices, trends and how they apply across platforms and devices.
- + Drove innovation and new product development through design in a fast-paced agency environment.

**Catholic Healthcare West (Dignity Health) / Perot Systems** • Plano TX 2004 - 2008

**Senior Art Director / Team Manager - UX Product Services**

- + Collaborated closely with development, project management and business team leads on complex external and internal web products.
- + Incorporated user feedback and testing as an integral part of brand presence.
- + Achieved coherent and consistent brand presentation through strategic brand design direction, consulting and approvals of marketing and creative communications across Catholic Healthcare West and Barrow Neurological Institute's web presence.
- + Guided team career development and growth, mentored new team members, delivered team performance reviews and conducted candidate interviews.

**3M / Liaison Creative + Marketing** • Austin TX 1998 - 2004

**Senior Art Director - Web Services**

- + Led all aspects of creative design, production, and execution of web products, online advertising, and related off-line promotional campaigns for 3M Austin Divisions.
- + Provided solid design strategy, seamless user experience, and consistent brand execution across all channels and customer touchpoints.
- + Consistently provided highly effective and successful advertising design solutions.

## CAPABILITIES

- + Brand Identity Design/Direction
- + Creative Strategy/Direction
- + Visual Design
- + User Interface Design
- + User Experience Design
- + Responsive/Mobile Design
- + App Design
- + User Research/Testing
- + Rapid Prototyping
- + Social Media
- + Email Marketing
- + E-commerce Site Design
- + Environmental Design
- + Collateral
- + Advertising
- + Packaging
- + Illustration
- + Typography
- + Iconography
- + Problem Solving
- + Team Management/Direction
- + Strong Verbal/Written Communication
- + Detail Oriented

## TOOLS

- + Adobe Photoshop CC
- + Adobe Illustrator CC
- + Adobe Experience Design CC
- + Adobe InDesign CC
- + Adobe Acrobat Pro DC
- + Adobe Dreamweaver CC
- + Webdam Digital Asset Management
- + Brand Connect Brand Management
- + inMotionNow Workflow Management
- + Microsoft Office Suite for Mac
- + Figma
- + Sketch
- + WordPress

## EDUCATION

BFA

Rocky Mtn. College of Art + Design  
Denver CO