

Darin Pojar

(623) 217-4903

darinpojar@gmail.com

www.porkypenguin.com

PROFESSIONAL EXPERIENCE

Banner Health • Phoenix AZ / Loveland CO 2014 - 2018

Senior Visual Designer - Customer and Brand Experience / UX

- + Provided 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.
- + Presented visual solutions to internal clients and help communicate strategies behind design ideas and executions.
- + Developed and maintained Banner Health and Banner Family Pharmacy brand standards in collaboration with Creative Strategy & Brand Experience team; measured standards compliance via annual brand audit and provide findings and recommendations to senior management.
- + Managed the work of outsourced creative services such as photography, design, illustration, copywriting, videography and coordinated and supervised production services.

Soseus • Phoenix 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.

Perot Systems • Plano TX 2004 - 2008

Senior Art Director / Team Manager - UX

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

3M • Austin TX 2001 - 2004

Art Director - Brand UX

- + 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
- + Detail Oriented

TOOLS

- + Adobe Photoshop CC
- + Adobe Illustrator CC
- + Adobe XD 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
- + Avocode
- + WordPress

EDUCATION

BFA

Rocky Mtn. College of Art + Design
Denver CO