

Derol Frye

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Objective

To sustain energy and passion within a creative marketing team as a Director and Designer, bringing leadership and teamwork together, resulting in compelling brand design solutions within the confines of an established brand identity system.

Summation

I have been a creative professional in internet and print development for 15+ years, that understands the business side of brand and web design, connecting with people in a design-driven culture. Effectively developing brand/web evolution with the creative talent to execute high-impact solutions for a new generation of consumers.

Skills

Focusing on web design and interface usability by using a standards compliant workflow with best practices of HTML and CSS, knowledge of scripts (JavaScript, PHP, CGI-PERL), search engine optimization (SEO), visual design and animation, digital design; Strategic and critical thinking throughout marketing, brand design and strategy, action sports apparel graphics & development, sports product graphics, packaging design and development, print design; Other additional skills include strong verbal, written and visual communication skills, trend research, color story exploration, storyboard concepts (analog and digital), team leadership and mentorship. Print and Web Design Software: Adobe Creative Suites (CS4): Illustrator (*Advanced*); Photoshop (*Advanced*); InDesign (*Advanced*)

Professional Experience

Surftech, LLC | *Action Sports Surfboard and SUP Manufacturer* { **Digital Director** }

2010 to Present

As Digital Director, I lead all the on-line aspects of Surftech, including forward facing websites, social media sites, e-commerce, and internal websites for partners and dealers. Working with the marketing team, develop new strategies for building social network “fan bases”.

- Using best practices and latest technologies, Created corporate website, surftech.com, and it’s child sites for “Surf”, “SUP”, and all affiliates.
- Generated search engine visibility by implementing SEO, cross linking from social media websites, and traditional marketing avenues.
- Team lead of internal marketers and out sourced programmers.

Derol Frye Design | *Independent Contractor* { **Creative Director, Designer** }

2010 to Present

Art Director and designer collaborating with a variety of companies, in-house marketing and brand teams by creating web design, print design, and brand identity design solutions.

- I am one that can set aside their motives for the good of the client to deliver superior creative, aligned with the clients' strategies
- Ability to conceptualize as well as execute creative ideas and to design within the confines of the client's Brand Identity system
- A proven ability to quickly produce multiple ideas to meet client requests with exceptional teamwork and customer service skills

57design, Inc. | *Full Service Design Firm* { **Art Director** }

2001 to 2010

Art Director for a full service design studio providing advertising, marketing, branding, print and web design and development, product design, multi-media, photography, and events collateral.

- Design, build and maintain websites for over 200 clients, maintaining an 80% retention rate.
- Create a wide variety of design solutions for companies ranging from Fortune 500 to Action Sports
- Source printing, product manufacturing, event assets creation, and packaging for clients.

GreyZone, LLC | *Web technologies firm specializing in CMS development* { **Sr. Graphic Designer** }

1999 to 2001

Oracle | *World Largest Enterprise Software Developer* { **User Interface Designer, Freelance** }

1998 to 2001

Hispanic Business Magazine | *Publishing Company* { **"Webmaster", Production Assistant** }

1996 to 1998

Education

Westmont College | *Bachelor of Arts* **1996**

Links

Personal Portfolio | <http://www.derol.com>

57design Portfolio | <http://www.57design.com>

LinkedIn | <http://www.linkedin.com/in/derol>

Personal Interests

I am interested in all mediums of design, including architecture and landscaping; Internet technology and digital design: cinema, and music production; Music and guitar; Modern design: collectibles, furniture, and transportation; Travel to experience design, fine art, culture and food; Strong passion for action sports, fishing, camping, motorcycling, surfing and target shooting. I'm as content watching old westerns as I am indulging in Sci-Fi geekery.