

# BRUCE YOUNG

byoung@byoungcreative.com

## SKILLS

- » Both MAC & PC OS
- » Adobe CS4 ▪ MS Office '08
- » Extensive user of Illustrator, Photoshop & Acrobat for ten years
- » InDesign—adept for more than five years; previously accomplished in QuarkXPress
- » Flash & Dreamweaver proficient
- » Competence with CSS & HTML
- » Enthusiastic eye for typography design & appealing composition

## FREELANCE

Geffen Records ▪ Chronicle Books  
San Francisco Bay Guardian  
CUE (Computer Using Educators)  
San Francisco Business Journal  
West Coast Industries  
Twisters Sports ▪ AMP Magazine  
Hails & Horns Magazine

## “BRUCE BRINGS THE CREATIVE JUICE TO WHAT WE DO.

When something extraordinary needs to be done, everyone pokes their heads up and starts searching for Bruce ... Working with Bruce is a dream: flexible, creative, on time, professional and collaborative. He's The Man.”

— Howard Fischer  
Copy Director, Macy's West

## MORE

byoungcreative.com  
linkedin.com/in/byoungcreative

## CAREER HIGHLIGHTS

- **Teams Win Award '09** – For collaboration & partnerships
- **Creative Vision Award '08** – Awarded Macy's Earth Week '08 concept; which was continued as the corporate direction for Macy's Earth Week '09
- **Divisional Star Conference '08** – Recognition for achievements in design
- **Men's strategy team** – Collaborated on campaign focus & photo art direction for Macy's men's business, resulting in a comp. sales increase of 9%
- **Holiday task force** – Established Macy's '07 holiday advertising campaign; The collaborated effort of six designers & copywriters was visible nationwide
- Promoted to Senior Designer in my second year with Macy's

## PROFESSIONAL EXPERIENCE

**Macy's West, Designer/Senior Designer** 2006 – 2009

- Provided leadership & assistance to design & production teams.  
Communicated new initiatives & creative direction for newspaper & magazine advertising for 36 demographic market areas
- Approved photo retouch for Macy's West advertising in 13 US states & Guam
- Pre-determined campaign design solutions & established photo art direction
- Appointed to several teams asked to develop new strategies for the company

**Marcus & Millichap, Senior Artist** 2003 – 2005

- Created high-end custom brochures, offering memorandums & proposals
- Designed identity pieces, marketing collateral, logos & web-ready graphics
- Redesigned & maintained proprietary research report software
- Coordinated directly with clients, vendors & designers to manage workflow

**Laurel Tech, Designer** 1999 – 2001

- Designed textbook covers & page layouts, curriculum K-12
- Provided math-based technical illustrations & freehand drawings
- Clients included McGraw-Hill, Addison-Westley Longman & Prentice Hall

## EDUCATION

**The Art Institute of Pittsburgh, Visual Communications**

## CLASSES & WORKSHOPS

**The San Francisco Center for the Book, Letterpress I & II**  
**Lynda.com, online software training**  
**LearnIT, professional workshops**