



# Ed Havel

SR CREATIVE MANAGER // WEB + PRINT + PACKAGING

## Summary

In the past 13 years I've worked on numerous projects from a 50 page website for the city of San Jose to a self-help customer site for Target. I have in-depth design experience with Cisco's executive team, transforming marketing campaigns to better illustrate the The Internet Of Everything, The Cisco Story, and GSX in Vegas. Additionally, I excel at creating brochures, posters, data sheets, infographics, promo videos, logos, manuals, Keynote & Powerpoint presentations, eBooks, and websites. My work helps increase sales and build customer loyalty from start-ups to Fortune 500 companies. I bring to each organization my vast knowledge of design and skilled expertise.

## Education

**SJSU // Bachelor Of Arts**

**Design Studies**

Graduated August 2005

President's Scholar (4.0 GPA)

## Contact

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## References

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## Experience

**View.com // Sr Creative Design Manager // Milpitas, CA // Feb 2018 - Nov 2018**

- + Created and managed all aspects of the company's brand, including website, print collateral, digital campaign graphics, and event signage
- + Created a design series (posters, directional signs, digital splash screen and survey graphics) for a Netflix campus survey study of how and why employees benefit from View smart glass
- + Designed a new 16 page research brochure that helped support View's biggest sale to date, a 25 million dollar project, at Dallas/Fort Worth airport
- + Art-directed a Facebook photoshoot for an "in-the-office health and wellness" campaign, which involved 10 actors and detailed set-design

**Sensi Products // Sr Designer \*contract // Los Gatos, CA // Jun 2017 - Nov 2017**

- + Created stunning packaging design for a new line of coffee, gummies, and health bar
- + Designed new promotional campaign web banners, trade show pop-up banner, product newsletter, and company business cards

**Apple // Keynote Designer \*contract // Sunnyvale, CA // Apr 2017 - May 2017**

- + Designed high concept Keynote slides for the Worldwide Developers Conference 2017
- + Created elegant layout and design for the promotion of the iPhone, iPad and High Sierra OS

**Support.com // Sr. Creative Manager // Redwood City, CA // Nov 2015 - Mar 2017**

- + Re-designed Support.com's website, print collateral, and Powerpoint sales deck to help triple the previous year's gross income
- + Created a new company style guide and re-designed all relevant datasheets, brochures, and trade-show event signage
- + Successfully created cross-promotional brochures, trade show graphics, and web design for some of Support.com's biggest clients such as Target, Staples, and Office Depot
- + Improved online demo request conversions by 40% by designing easy-to-follow online forms with engaging graphics and call-to-action messaging

**Havel Design // Creative Director & Owner // Saratoga, CA // Feb 2015 - Oct 2015**

- + Created a responsive website for an award-winning architecture firm, WGA
- + The WGA re-design and improved SEO helped attract new nationwide clients

**Cisco Systems // Sr Creative Designer // San Jose, CA // Oct 2013 - Dec 2014**

- + Sr Lead Designer on a 32 person global design team
- + Developed The Cisco Story and several high-profile internal websites
- + Created a poster series, Women Of Impact, that promoted distinguished women employees
- + Member of exclusive design team representing Cisco at GSX (Global Sales Experience) event
- + Created over 75 high-level Powerpoint presentations for top executives

**Havel Design // Art Director & Owner // Saratoga, CA // Dec 2005 - Oct 2013**

- + Designed web/print/packaging for over 100 startups and major corporations
- + Stanford University BioChemistry Dept // Created a ground breaking creative design and layout that increased student enrollment by 35% // Created 14 total BioChemistry Lab websites
- + City of San Jose website re-design (sanjose.org) // Design of 50 web pages including mood boards and style guide increased web traffic by 25%
- + Onpharma // Designed style guide, product packaging, manuals, & brochures // Onpharma was acquired by a worldwide pharmaceutical company, Bausch Health, in 2014
- + IQ Autoworks // New 2017 service focused website with updated SEO helped to expand IQ's gross income from 2M to 4.2M by the end of 2018

## Software

Adobe IllustratorCC (Creative Cloud) + PhotoshopCC + InDesignCC + Wordpress + Keynote  
Powerpoint + Sketch + SEO + Acrobat Pro DC + DreamweaverCC + MuseCC + After EffectsCC