



## Ed Havel

Sr. Creative Manager

### Design Summary

In the past 12 years I've worked on numerous projects from a 50 page website for the city of San Jose to a self-help customer IT site for Target. I have in-depth design experience with Cisco's executive team, transforming marketing campaigns to better illustrate 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, interactive eBooks, and websites that increase sales and build customer loyalty at various companies throughout California and the USA. I have a vast knowledge of design and over a decade worth of experience.

### Professional Experience

#### **Sensi Products | Sr. Designer (contract) | Los Gatos, CA. | June 2017 - Nov 2017**

Created stunning packaging designs for a new line of coffee and CBD products. Also designed eight new promotional campaign web banners for A/B online testing, trade show event pop-up banner, and new product newsletter.

#### **Apple Inc. | Presentation Designer (contract) | Sunnyvale, CA. | Apr 2017 - May 2017**

Designed fully animated, high concept Keynote slides for WWDC 2017 (Worldwide Developers Conference) held in San Jose, CA on June 5, 2017. My main focus was creating elegant layout/design for the promotion of iPhone, iPad and High Sierra OS new releases.

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

Completely re-designed key areas of Support.com's website, print collateral, and Powerpoint sales deck to help triple the previous year's sales numbers. Created a new company style-guide and initiated the re-design of all relevant datasheets, brochures, and trade-show banners as well as aligning with a new local printer to save up to 30% in promotional costs. Successfully created cross-promotional IT brochures and trade-show graphics for some of our bigger clients like Staples, Sears, and Target. Improved our on-line demo request conversions by 40% by designing easy to follow on-line forms with engaging graphics and call-to-action messaging. Also implemented successful SEO strategies that drastically increased in-coming traffic to our website based on the most current Google rules and regulations.

#### **Havel Design | Art Director/Owner | Saratoga, CA. | Jan 2015 - Oct 2015**

Continuation of my freelance design services. Created a responsive website for an internationally recognized and award-winning architecture firm, WGA, in Santa Barbara. Organized their best work into an easy to follow photo gallery system based on their two main areas of design, residential and hospitality. Also implemented advanced SEO and Google Analytics. This new website has helped attract many new clients since 2015.

#### **Cisco Systems | Sr. Creative Designer | San Jose, CA. | Oct 2013 - Dec 2014**

Was chosen as the lead designer out of a 35 person global design team to develop The Cisco Story and create a high-profile internal website for three top product/services areas of Cisco. Created a success promotional poster series entitled Women Of Impact, that promoted an event to recognize distinguished women employees. Was on an exclusive design team to represent Cisco at their annual Global Sales Experience event (GSX) in Vegas. Created top level event graphics and Powerpoint designs for key executive speakers. While at Cisco, also created HTML email templates, datasheets, re-branding and infographics. Would oversee various team projects in the role of an Art Director to ensure quality control for high-profile projects.

#### **Havel Design | Art Director/Owner | Saratoga, CA. | Dec 2005 - Oct 2013**

Closely worked with over 100 start-ups and major corporations throughout the USA in designing web, print & packaging that greatly exceeded their current level of design. For example, worked with the department head of bio-chemistry at Stanford University to break free from the standard university web design template, to create a ground-breaking fresh new look/feel to increase new student enrollment. Enrollment increased by 35% the next year, with a one year waiting-list. Also designed a highly successful website for a local mobile mechanic that focuses on their three most profitable areas. This approach has now expanded his business to a shop-based model and they will hit the three million gross income mark by 2018. Other clients include ITS Logistics, Netline, Onpharma Dental, UCSF, and The Laser Center of Los Gatos.

### College Education

#### **Bachelor Of Arts Degree | Design Studies - emphasis Graphic Design | SJSU - San Jose, CA.**

Graduated: August 2005

President's Scholar (4.0 GPA)