

***banyan branch: art director***

NOVEMBER 2010 - PRESENT

Leads the creative design effort on everything interactive in the social space, working tirelessly to explore and overcome a range of creative challenges. As Art Director, designs robust, user-focused websites and social media assets to inspire, entertain and encourage national and global audiences to engage with a diverse portfolio of Fortune 100 brands and organizations.

[HTTP://WWW.BANYANBRANCH.COM](http://www.banyanbranch.com)***byron gronseth design: freelance creative direction & consulting***

JULY 2005 - PRESENT

Representing a number of small and medium-sized businesses, including SPUN Organic Clothing, Goods for the Garden, Guerra deBerry Coody, the Blue Star Brewing Company, Top Stitch Fabrics, Bellydance by Daniela, Texas Public Radio, and El Rey Feos Anteriores. Produces stunning logos, identities, web sites, full life-cycle marketing and collateral materials, as well as integrated print and web promotional campaigns.

[HTTP://WWW.BYRONGRONSETH.COM](http://www.byrongronseth.com)***black hat events: senior designer***

MAY 2009 - OCTOBER 2010

Solely responsible for redesigning and strictly maintaining the Black Hat brand, a globally recognized, industry leading security conference organization. Responsible for creating and enforcing a brand guideline book, as well as ensuring a consistent look and feel to Black Hat across web, print and social media platforms. Produces everything from event signage to advertising and collateral materials.

[HTTPS://WWW.BLACKHAT.COM](https://www.blackhat.com)***altair technology: senior graphic designer***

NOVEMBER 2008 - MARCH 2009 / (CONTRACT) MARCH 2009 - JULY 2009

Conceptualized new sites for local and national clients, provided full spectrum design of new web site using advanced HTML & CSS, some JavaScript and uploading into the ASP-based robust proprietary Content Management System. Routine tasks include producing custom graphics, ongoing maintenance of over 50 active e-commerce and small business web sites and managing e-newsletters and some marketing collateral as well as creating new logos and branding for new clients.

[HTTP://ALTAIRTECH.COM](http://altairtech.com)***the drew/walker group: art director***

MAY 2008 - SEPTEMBER 2008

Designed and produced signage and graphics for a permanent interactive exhibit for 10,000 sq ft floor space, dedicated to giving visitors a true to life experience of the Toyota manufacturing plant in San Antonio, Texas. Day to day duties included design and art direction of advertising materials and web sites for regional and local clients.

[HTTP://DREW-WALKER.COM](http://drew-walker.com)***rackspace managed hosting: graphic design, corporate communications***

(CONTRACT) APRIL 2007 - APRIL 2008

Created a unique brand for the official corporate MBA program. Materials included a program title, logo and designs for collateral material to introduce the Pinnacle Leadership Development Course for Rackspace senior leaders. Designed logo, collateral materials, "viral marketing" products and promotional posters for K-RACK internal radio station.

[HTTP://RACKSPACE.COM](http://rackspace.com)***us air force - active duty: division integration officer***

JULY 2003 - JULY 2007

Coordinated and produced Directed Energy Bioeffects division-level multimedia solutions for public, internal, and inter-agency awareness and promotion, benefiting a 300 member joint service organization producing website design and creative multimedia communication solutions. Maintained public web and private intranet, web-based content management environments for the Air Force Research Laboratory.