



BRIAN THEROFF

GRAPHIC DESIGNER / 3D ARTIST

CONTACT

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Indianapolis, IN

AREAS OF EXPERTISE

Graphic Design, Print/Digital Design, 3d Modeling and Texturing, Photo-realistic Rendering, Product Catalog Design, Project Management, Strategic Planning and Execution, Team Leadership and Support, Cross-functional Collaboration

TECHNICAL PROFICIENCIES

3d Studio Max, Cinema 4D, Vray, Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Media Encoder, AutoCAD, Microsoft Office

EDUCATION

Bachelor of Fine Arts Media Arts and Animation
· Art Institute of Washington

Associates of Applied Science Computer Graphic Design
· Louisville Technical Institute

Performance-driven professional with comprehensive experience in developing visually stunning graphic designs with focus on realistic 3D modeling and rendering to meet client needs.

Known for driving creative direction and overseeing complex 2D/3D graphic design projects in collaboration with cross-functional teams. History of producing high-quality product renders, devising 3D asset library, updating WordPress websites, and elevating visual storytelling through 3D artistry. Excels in translating client visions into impactful concepts and providing innovative solutions while spearheading print/digital design and formulating product catalogs. Strong expertise in leveraging various design software to build compelling brand identities, marketing collateral, and user interfaces. Adept at ensuring process improvements, executing design strategy, and improving production efficiencies by offering leadership to diverse teams.

Career Experience

Sales Associate, Rusted Moon Outfitters
Indianapolis, IN 2022 – Present

Offer support to customers in finding products according to needs for hiking, camping, kayaking, and skiing adventure. Respond to client queries and provide exceptional customer service. Deliver product recommendations as well as promote products and services to drive sales.

- Gained in-depth knowledge of various products to meet client requirements.
- Updated website and oversaw social media accounts, increasing company visibility.
- Delivered support to product ordering and quantity projections.

Drafter, Cornelius Manufacturing
Odon, IN 2020 – 2021

Developed technical drawings for manufacturing extensive catalog of utility, livestock, and horse trailers by leveraging AutoCAD. Sustained and restructured library of current drawings. Reviewed rough sketches, specifications, and other design data to evaluate scope, as well as project requirements.

- Recorded existing constructions for repeatable and consistent production.
- Enhanced current designs by collaborating with production while creating CAD drawings from scratch.

Career Experience – Continued on next page

Career Experience

Graphic Design Manager/3D Artist, WaterSaver Faucet Co
Chicago, IL 2016 – 2020

Steered 3D modeling of products, layout of catalogs, and high-quality renderings. Led two-person design team and all global graphic design projects across various companies, involving WaterSaver Faucet Co., Guardian Equipment, Oval, and Ila. Established extensive product catalogs highlighting products' applications and specifications in partnership with engineers. Coordinated with product design engineers on new product designs.

- Designed multiple 200+ page catalogs on catalog design, involving rendering, page/cover layout, and styling.
- Collaborated with printers to gain understanding of various printing technologies and methods.
- Devised banners, trade show displays, product bulletins, and marketing material.
- Revamped WaterSaver, Guardian, and Oval websites in WordPress formats.
- Rendered photo-realistic images of laboratory service fixtures and safety equipment products for company websites, product catalogs, advertisements, and all other print collateral.

Senior Graphic Technician, Artisan Electronics Inc.
Crane, IN 2013 – 2016

Spearheaded design of all company graphics, including website and print design. Administered UI of test programs by partnering with software developers. Identified and tested equipment by creating interactive applications for operator use. Animated, rendered, and collected videos of operator installation, removal, as well as test procedures.

- Deployed two-dimensional drawing packages for test adapters, involving assembly and mechanical drawings.
- Modeled and textured circuit cards, test adapters, components, test equipment, and facilities required for operator instructions.
- Established operator training videos, encompassing realistic 3D models and animations to include in custom test programs for Naval aircraft maintenance.

Additional Experience

Senior Graphic Analyst, CGI Federal
Washington, DC 2005– 2013

- Built operator and maintenance training packages for Navy's submarine as well as surface ship torpedo defense systems by overseeing team of three designers.
- Modeled and textured circuit cards, countermeasures, power supplies, signal generators, transformers, and facilities required for operator instructions.
- Animated, rendered, and produced videos for operator maintenance and test procedures.
- Created graphics and presentations for conferences by collaborating with senior navy program managers.
- Devised and executed configuration management processes used by training development team.