

Darren Byrnes: Multidisciplinary Designer
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Experience

2022 - Present

Technical Graphic Documentation Designer

Beckman Coulter | Minneapolis, MN

Gathered and documented labeling/packaging requirements to meet FDA regulatory requirements.

Provided all graphics needs, including documentation and communication, to follow corporate material specifications to internal and external teams.

Designed or coordinated designs of all product packaging documents including labeling, instructions for use, container artwork, etc. from project initiation through completion.

Developed labels including, creation of barcodes, design processes, translation requirements, and working with development teams to meet worldwide medical regulatory requirements.

2021

Freelance Web / Graphic Designer

Nuvaira | Minneapolis, MN

Conceptualized, designed, tested, and produced responsive landing pages, branding, and collateral materials including presentation decks and stationery in accordance with marketing strategies.

Incorporated and monitored web analytic data to better focus to audience response to online content.

Collaborated with internal and external marketing professionals to create and clarify marketing and communications plans resulting in increased brand recognition and interaction.

Designed and conceptualized high visibility graphic displays resulting in better brand recognition.

2012 - 2020

Senior Web / UX / Graphic Designer

Suttle | Minneapolis, MN

Conceptualized, designed, tested, and produced responsive websites, branding, social media solutions, push notifications, and collateral materials in accordance with marketing strategies.

Refined website SEO resulting in an organic first page listing and featured video on Google for company's primary product offering.

Composed and edited digital videos, photos, and collateral training materials for use by large telecom companies (AT&T, Comcast, Verizon, CenturyLink).

Conceptualized and designed e-mail marketing solutions resulting in improved communication to customers resulting in 32% above average open and click rates.

Designed high visibility graphic displays, including a variety of trade show displays, resulting in better brand recognition and improved sales.

2003 - 2011

Webmaster / Communications Technology

Independent School District 191 | Burnsville, MN

Conceptualized, designed, and tested award-winning WCAG compliant websites, social media solutions, and collateral marketing materials providing better brand recognition and increasing user interaction by 460%.

Designed and implemented e-mail, text messaging, and database solutions from the ground up resulting in improved communication for stakeholders.

Collaborated with internal and external marketing professionals to create and clarify marketing and communications plans resulting in increased brand recognition and interaction.

Coordinated and oversaw the work of 17 webmasters, their websites, and social media interactions resulting in consistency of design and message throughout the organization.

Created videos, photos, and collateral training materials for use by multiple users within the organization.

Skills

Design

Visual Design • Branding • Advertising • Video • Storytelling • Illustration • Photography • Packaging Design
Trade Show Design

Interactive

Responsive Design • User Experience (UX) • Usability Testing • Wireframing • A/B Testing • WCAG Compliance
Information Architecture • Rapid Prototyping

Tools

Adobe Creative Suite • MS Office Suite • Wordpress • WooCommerce • Magento • Shopify • Autodesk 3D Max •
Keyshot • HTML/CSS • CMS • SharePoint

Awards

Brilliance Award | 2018, 2019

Outstanding Product (Marketing Campaign): MediaMAX Contractor Kits and Intelligent Home Connectivity
TechHome Awards

Advertising Excellence Award | 2018

Outstanding Readership (Print): MediaMAX CAT6A Jack Advertisement
Baxter Research Center

Edison Award | 2018, 2019

Best Overall Product (Marketing Campaign): MediaMAX CAT6A Jack
Edison Awards

Savvy Award | 2008, 2009

Excellence in Digital Communication: ISD 191 eFormant
City-County Communication & Marketing Association (3CMA)

MarCom Award | 2004, 2005, 2008

Gold Winner: ISD 191 Website
Association of Marketing and Communication Professionals (AMCP)

WebAward | 2004

Outstanding Achievement in Website Development: ISD 191 Website
Web Marketing Association (WMA)

Education

University of Minnesota College of Design

Saint Paul, MN | Post Graduate Work – Interactive Design

University of Minnesota

Minneapolis, MN | Bachelor of Arts – Fine Art / Anthropology

North Hennepin Community College

Minneapolis, MN | Associate of Arts – Graphic Design

Thomson University

Eagan, MN | Various Technical Certificates (Apple, Microsoft)