



TONY VAN GRONINGEN
graphic design.

EXPERIENCE

- 04.16 — Current **La Visual, Inc. / Los Angeles, California**
Freelance Art Director
Worked on multiple rebrand initiatives, worked directly with key client stakeholders, member of brand strategy team. Authored many brand strategy presentation materials and brand guidelines manuals. Lead design team through logo sketching, design iteration processes, and delivery of final branded materials and guidelines. Conducted focus group testing and resulting analysis.

- 08.15 — 03.16 **Second Spectrum / Los Angeles, California**
Freelance Visual Designer
Worked on wireframes, concept development, and UI and visual design for digital products. Worked on company rebrand, research deck and brand attributes, sketching, presentations, designing and authoring Brand Usage Guidelines, and developing secondary brand elements.

- 10.12 — 05.15 **Wipit, Inc. / Pasadena, California**
Art Director / Senior Print & Interactive Designer
Lead design on financial services apps for Android and iOS, UI & web design, print design, marketing collateral, logo design, authored two co-branded identity standards manuals, icon design, pre-press file preparation, product naming, interviewing and hiring of staff and interns, day-to-day design team lead, final delivery of design with supporting documentation.

- 05.12 — 10.12 **deviantART / Hollywood, California**
Freelance Graphic Designer
Served as lead visual designer and authored a brand audit and brand identity guidelines manual for a new brand initiative, designed and structured a user flow for a new online retail site, and worked on a variety of branding & identity projects, UX & UI design, illustration, & research.

- 01.09 — 08.15 Freelance work for Creative Asylum, BIRD, The Ideation, ROK Mobile, and Simplehuman.

EDUCATION

- 05.05 — 08.08 **Art Center College of Design**
Bachelor of Fine Arts in Graphic Design

- 09.98 — 05.01 **University of California, Santa Barbara**
Bachelor of Fine Arts in Studio Art

COMPUTER SKILLS

Advanced knowledge of Adobe Photoshop, Illustrator, and InDesign.
Working knowledge of Sketch, Zeplin, Pixate, InVision, Microsoft Office Suite, and Keynote.

OTHER SKILLS

Sketching, illustration, writing, research, team building, and proofreading.