ANDREW TURNER

ART DIRECTION, BRAND IDENTITY, VISUAL SYSTEMS

972-415-8407 | andrewturnerink@gmail.com | linkedin.com/andrewturnerink

ABOUT ME

Brand and art direction designer with 8+ years building identities, campaigns, and visual systems across print, digital, environmental, and motion. Takes ideas from blank page to shipped work: sets the creative direction, designs the key visuals, and extends them across channels without losing the core idea. Builds the guidelines, templates, and standards that let a brand scale and keep others on-brand after hand-off.

WORK EXPERIENCE

SQUIRES&CO

Senior Designer | 2022–Present

- Set creative direction for brand identity refreshes across multiple clients and mediums, defining visual language, typography systems, and color palettes that strengthened recognition among key stakeholders.
- Served as primary creative decision-maker on campaigns, aligning concept and execution with client strategy and business goals.
- Led concept-to-delivery production of financial print collateral, translating complex data into clear, on-brand materials for investor and executive audiences.
- Designed and oversaw client web experiences, collaborating closely with developers to protect design integrity from mockup to launch.

VALLEY CREEK CHURCH 2018–2022

Lead Designer | 2020–2022

- Directed all visual creative for a multi-ministry organization, owning art direction across print, digital, social, environmental, motion graphics, apparel, and signage.
- Developed sermon series campaigns and seasonal brand identities, building one creative platform and extending it across every format and touchpoint.
- Designed environmental graphics and signage that carried the brand into physical space.
- Art-directed photo and video shoots, guiding visual style, composition, and post-production to fit each campaign.
- Established brand standards and workflows across four ministry departments to keep output consistent at high volume.
- Managed and mentored teams of designers, and developed and taught a design curriculum covering brand standards, software, and design thinking.

Graphic Designer | 2018–2020

- Concepted and produced graphics for every ministry department, delivering a high volume of fresh, on-brand work under ever-evolving deadlines.
- Co-led a team of volunteer designers, providing creative direction, feedback, and skill development to elevate the team's collective output.

FREELANCING CLIENTS

TRG | BRAND IDENTITY

- Developed a complete visual identity from initial logo sketches through a full design system, creating a distinctive brand presence built to stand out in a competitive market.

FERVENT DIGITAL MEDIA | DIGITAL DESIGN

- **Samsung Galaxy S8** Concepted and designed an interactive microsite showcasing new features and hardware, guiding visual aesthetics and UX layout under Fervent's art direction.
- **Raising Cane's Chicken Fingers** Designed a custom icon suite for the manager handbook, seamlessly integrated with the existing brand identity system to improve visual communication.

EDUCATION

UNIVERSITY OF NORTH TEXAS

2014 - 2018

Bachelors of Fine Arts
Communication Design

EASTFIELD COLLEGE

2013 - 2014

Associates of Arts
Art and Design

SKILLS

BRAND & CREATIVE

Creative Direction
Art Direction
Brand Identity & Systems
Concept Development
Visual Storytelling
Typography
Color Theory
Illustration
Environmental Design
Print Production

DIGITAL & MOTION

UX/UI
Interactive Design
Motion Graphics
Photo & Video Capture/Editing
Photography Direction

LEADERSHIP

Team Leadership
mentoring
Design Research
Cross-functional Collaboration

TOOLS

Illustrator
Photoshop
InDesign
After Effects
Acrobat
Figma