

尊敬 プラス

RESPECT PLUS



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grant wurgley

Software

Photoshop

Illustrator

InDesign

Sketchup

After Effects

Lightroom

Keynote

PowerPoint

Final Cut Pro

Audacity

InVision

Slack

Asana

Arduino

Wordpress

Coda

Microsoft Office

Google Applications

For the past 6 years I have been working in the graphics and events industry. I have hands on experience in visual design, event production, and project management. Additionally, I have experience with a wide breadth of digital mediums which allows me to effectively work with interdisciplinary designers. Knowledge of multiple mediums allows me to implement design strategies for the best possible outcome.



PROJECT MANAGEMENT

Goal driven inclusive project management services: pitch proposals, vendor & sponsorship coordination, design & graphic assets, on-site production, and staff leadership.



BRANDING & GRAPHICS

Whether it be for an event, activation, or business. I build design systems, web & print assets, and marketing material that is audience focused.



EXPERIENCE CREATION

I build strong relationships, emotions, and interactions with people around a product, service, or organization. My campaigns are focused on the human need, and brand objectives.



EVENT DESIGN

Every element and activation should be designed! I pitch creative solutions and themes for events focused on budget, audience, photo opportunities, technology, and wow factor.

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I have designed, managed or supported over 150+ events

Event Graphics Design & Production

- Superfly
- Live Nation
- Uber
- Salesforce
- Mulesoft
- Blum
- WhatsApp
- SF Travel
- Stitch Fix
- Facebook
- Informatica
- Alice @ 97.3
- Levis
- Realtor.com
- Los Altos Tequila
- Mountain Winery
- LinkedIn
- Netflix
- Aion Lighting
- Oakland A's
- Produce Alliance
- Rolling Stone Magazine
- Mill Valley Film Festival

Event Companies Companies I've worked with

- Afr
- A2E Events
- OBE
- Freeman
- SF Built
- Hybycozo
- Blueprint
- Event Magic
- Suite Treatments
- Alloy Collective
- Kennedy Events
- Top Shelf Lighting
- Stuart Party Rentals
- Standard Party Rentals

Festivals Design & Production

- Northern Nights 2019, Piercy, CA
- Second Sky 2019, Oakland, CA
- Boot & Brew 2019, Morgan Hill, CA
- Outside Lands 2018, SF, CA
- Grandoozy 2018, Dever, CO
- Bonnaroo 2018, Manchester, TN
- Emerald Cup 2018, Santa Rosa, CA
- Northern Nights 2018, Piercy, CA
- Lost Lakes 2017, Phoenix, AZ
- Outside Lands 2017, SF, CA
- Bonnaroo 2017, Manchester, TN

Event Venues Places I've worked

- Oracle Arena, Oakland
- SAP Center, San Jose
- Golden One Center, Sacramento
- Sonoma County Fairgrounds
- Oracle Park, San Francisco
- The Masonic, San Francisco
- UC Theatre, Berkley
- Warfield, San Francisco
- Paramount Theatre, Oakland
- Bill Graham Civic Auditorium, SF

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Education

California College of the Arts

San Francisco + Oakland
Bachelor's Degree, 2017
Graphic Design

Diablo Valley College

San Ramon + Pleasant Hill
Associate's Degree, 2014
Digital Communications

Design Capabilities

Renderings • 3D Models • SEO
Presentation Proposals • Gifs
Event Booth Design • Fabrication
Social Media Graphics • CSS/HTML
Motion Graphics • Publication
Branding & Identity • Logo Design
Vector • Packaging • Floor Plans
Responsive Mobile Websites
Advertising • Infographics
Email Blasts • Marketing • Audio
CNC/Vinyl Plotter Optimization
Large Scale Print Optimization
Business Cards • Stationary
Typeface Design • Photo Editing
Green Screen • Photography
Photoshop Designs • Book Design
Illustrations • T-Shirts/Clothing
Magazines • Stickers • Decals
Greeting Cards • Brochures • Flyers
Postcards • Calendars • Posters
CD Covers • Tutoring Sessions
Art Direction • App Development

Suite Treatments Graphics + Coordinator + Production

Oct. 2016 - Oct. 2018

IN-HOUSE LEAD GRAPHIC DESIGNER I handled all internal and external graphics over multiple platforms. All graphics are designed on brand within project specific parameters: budget, client feedback, management approval, production timeline, final installation, or end deliverable allocation.

GRAPHIC DESIGN DELIVERABLES Projects vary depending on business needs: multipage proposals, 2D in-scene renderings, 3D models with virtual tour, pantone color matching, built to scale floor plans, infographics, fabrication schematics, social media graphics, photo optimization, image sourcing, signage, die cut vinyl, CNC cutting and engraving, print & web marketing material, responsive website updates, yearly employee laminate designs, employee t-shirts, flyers, print lookbooks, thank you cards, monthly email blasts, and specific graphics for press & media applications.

CLIENT GRAPHICS Projects are designed to be malleable, modular, and quickly editable to incorporate feedback. My process provides multiple design variations. Some projects go through a 5 level approval process, over multiple departments: project manager, fabricator, on-site producer, Suite Treatments CEO, client's project manager, and client's upper management.

SELF MANAGEMENT The approval process, budget, design, and production timelines are all self managed according to the graphics final application. In addition applications include interior graphics to aid sales, service deliverables, fabrication materials, employee training tutorials, and employee driven on-site production instructions.

COLLABORATIONS I worked with a team of producers and interdisciplinary designers, to meet the needs of my employer, and create material spanning various departments: sales, marketing, social media, production, human resources, fabrication, and public relations.

SOCIAL MEDIA Inclusive social media services including content for blogs, Facebook, Youtube, and Instagram. Posts include specialized graphics and digital media assets. All posts are pre-approved bi-weekly, and is posted through an external application that speeds up production, and posts on multiple platforms at once. All posts are optimized using SEO, trending/relevant hashtags, and are pre-scheduled for maximum audience visibility; coordinated at specific dates and times. Some posting examples include new employee highlights, holiday specific graphics, relatable news, event photos, and new inventory items. Additionally, I managed a social media intern, and created branded templates for watermarks.



Event Experience

Before and After Suite Treatments

Event Manager

Event Coordinator

Event Production

Employee Management

Artist Trans.

Artist Hosp. Decor

Sponsor Decor

Ceiling Treatments

Tent Transformation

Forklift Certified

Boom Lift

Scissor Lift

Pipe and Drape

Moving & Loading 75 lbs

Decor Set-Up

Lighting

Event Fabricator

Event Staff & Set Up

Microphone AV

Projector AV

Signage install.

Security

Event Photography

Suite Treatments Graphics + Coordinator + Production

Oct. 2016 - Oct. 2018

EVENT EXPERIENCE I was originally hired as a graphic designer at Suite Treatments. Due to Suite Treatments being a smaller company, employees had to wear multiple hats in order to receive full time status. During my employment: 65% of the time was spent creating graphics; 35% was spent on various event related jobs. I started with general event staff duties, and slowly learn every aspect of the business, short of HR, and payroll. My ambition to learn, work ethic, earned respect, and friendship of my co-workers allowed me to work directly under the CEO, producing events. My time and experience became so valuable, that new employees were hired to take over smaller graphic duties that I originally supported. I was highly considering for every project over multiple departments, during my employment. This gave me the ability to travel all across the United States, and help support some of the large events in the country. All the experience I receive at Suite Treatment manifested into the creation of my own design and event company A One Of a Kind Event Design

SALES DRIVEN DESIGN Sales and design driven proposals: key objectives, audience analysis, moodboard, renderings, infographics, activation call outs, floor plans, production guidelines, and budget. When appropriate, I design to scale 2D & 3D rendering incorporating branding guidelines with assets: dimensions, material sourcing, fabrication schematics, and featured callouts. My wide range of design, production, and management capabilities allows me to have more in depth design techniques to distribute over various types of collaterale.

MARKETING MATERIAL In addition to client work, I managed and designed all in-house business related material. I redesigned the website, which includes a (responsive) phone specific version. I created a bi-monthly email blast, with interactive elements. A variety of print marketing material was created: a catalog of inventory items, print & downloadable lookbook, event specific flyers, laminated employee badges, and employee t-shirt designs.

GRAPHIC PRODUCTION Graphic production. I work closely with local and remote printers, concerning material options and application strategies. Due to my high volume of print work, and streamlined submission process. I receive one day turn arounds, and 20% off prints, with Speed Pro in Alameda. I submitted graphics for print with specific parameters, designed around the final dimensions, material, budget, and application. I utilized print optimization for the best possible resolution, whether it be vector or pixel based. I created .svg files which contain internal data for CNC machines, die cut applications for wood, plexiglass engravings, and vinyl plotting.



Process

Company Introduction

- Development Presentation
- Moodboard
- Text and Color Selection

Logo Exploration

- Logo Sketches
- Logo Concepts - Color Exploration
- Additional Designed Exploration

Logo Refinement 1 of 2

- Break Out & Variation Exploration
- Refinement & Expandable Design
- Style Guide

Final Logo Refinement 2 of 2

- Break Out & Variation Exploration
- Text Refinement & Readability
- Variation Break Out
- Color Exploration
- Refinement & Application Testing
- Final Logo Style Guide

Marketing Material

- Print & Web Assets
- Vector Design Highlight
- Website Specific Assets

Client Proposals

- One Page Proposal
- Fabrication Deliverable
- Multi Page Proposal
- Live Online Proposal
- Responsive Mobile Proposal

Client Rendering

- In-Scene Rendering
- Client Rendering Highlight
- Brand Matching

A One Of A Kind Event Design

Founder + Creative Director + Business Development + Graphics

Jan. 2019 - Current

ABOUT One of A Event Kind Event Design, was created to bridge the gap between consumers and companies promoting in the event industry. Our marketing techniques has a stronger emphasis on design, and understanding what the audience actually wants. We create experiences that are equally successful for both parties.

MISSION Our mission is to design, create, and execute your company's values. We create collateral for corporate parties, sponsor booths, festivals, VIP lounges, and create branded interactive installations.

COMPANY GOALS Our goal is to design the most immersive, instagrammable, inspiring, interactive, and creative branding opportunities. We focus on human psychology and engagement Marketing, for companies wanting to connect with their audience on a personal level.

PHILOSOPHY People attend events to engage in some form of entertainment. Others see it as an escape. Consumers are not paying to see companies advertise, rather it's often seen as an impeding element on the culture. Our team grew up going to music festivals, and found careers in the event industry. Most companies are not considering the community as a priority. Our goal is to create an emotional connection, and build personal relationships within the community. Our branded infinity installations, are consider art before advertising. We don't rely on free swag, or hand outs to attract consumers. We rely on giving them what they want, beautiful art with no strings attached.

Services

SPONSORSHIP Event Advertising • Viral Social Media Content
Innovative Exposure • Emotional Positive Publicity • Interaction Data Logging

DESIGN Presentation Proposals • 3D Models & Virtual Tour
In-Scene Renderings • Photo Backdrops

FABRICATION Modular Installations • Pantone Color Matching
Flame Retardant Material • Weighted Installations • CNC Cutting & Vinyl

LOGISTICS Mobile Festival Circuits • Organizer Intermediary
Placement Negotiations • Deliver & Set Up • Daily On-Site Inspection

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Fun Facts

I created my own font called
Optical Conclusion!
It's Currently Available for purchase.

I enjoy creating, and submitting
designs for music festival contests

I have met and talked to many
celebrities while working events:

- The Red Hot Chili Peppers
- Rodney Atkins
- Justin Timberlake
- Jessica Biel
- Porter Robinson
- Travis Scott

I want to create a virtual event, and
learn to program for VR.

I love cars! One of my cars is a
lowrider with 16 switches!

I am an entrepreneur who has
started 5 businesses.

I enjoy watching Youtube videos
about the tiny house movement,
and alternative living situations.

Additional Experience

Personal Project Highlights - Contract & Freelance

Mar. 2011 - Current

Alloy Collective - Event Production + Marketing Material

Oct. 2018 - Freelance // On Going

Graphic Design • Fabrication • Event Staff • General Event Services

A2E - Event Production + Fabrication Rendering

Jan. 2019 - Freelance // On Going

Fabrication Renderings • Event Production • Signage Installation • Event Staff

OTR Collective - Second Sky Music Festival

Jun. 2019 - Production Assistant for Creative Director

Design and Set-Up for Artist Compound • Art Installation Set-Up
Set-Up for Artist Bar & Side Stage • General Runner Duties

CBF Productions Boots and Brews Music Festival

Jun. 2019 - Production & Artist Runner

Artist Liaison & Transportation • Artist Runner Duties • Production Support

Oilfield 360 - Logo Design

Nov. 2018 - Oil and Gas Podcast

Full Color Logo • Alternate Simplified Logo • Logos for Press and Media

SF Built - Web Design Aug. 2018 - Sept. 2018

Responsive Website • Logo Update • Vector .PNG Client Graphics

Genuine Breed Cannabis - Branding & Identity May. 2018 - July. 2018

Art Direction • Logo • Business Card • Vinyl Banner • Social Media Graphics
Die-Cut Vinyl Production • Sticker Designs • T-Shirt Design

Dope Girl Entertainment - Logo & Marketing Material

Feb. 2018 - Record Label

Art Direction • Logo • Signage

Small Thyme Catering - Project Management + Production Lead

Mar. 2011 - Jun. 2014 Weddings & Events

Full Service Production • Logistics • Client Relations • Lead Server • Driver