

Sprague William Minger

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A detail-oriented creative professional with extensive experience in visual design and imaginative illustration. Reliable, resourceful team player with exceptional troubleshooting and problem-solving skills. Adept at creating and managing large asset libraries. Proficient in developing effective marketing materials and packaging that align with company's brand standards and goals.

**Visual Design | Motion Graphics | Packaging | Website Development | Research
Asset Management | Marketing | Print Production | Regulatory Compliance**

EXPERIENCE

TRIDENT SEAFOODS CORPORATION

Senior Graphic Designer, 2013–2024, Contract Designer, 2009–2012

Managed and created variety of video, web, packaging and print assets designed to promote Trident Seafoods products and company's goals.

- Designed promotional and informational videos for social media, conferences, and retail websites like Amazon and Costco.
- Created video marquees for Boston Seafood Show and Climate Pledge Arena.
- Created and managed 7K asset library in Brandfolder.
- Managed front-end design and appearance of Trident Seafoods website using Kentico CMS, DIVI Wordpress, and Contentful CMS.
- Designed and completed print production for consumer packaged goods, convention booths, and displays to help promote Trident Seafoods at retail locations and trade shows.
- Troubleshoot and problem-solved for variety of print and digital projects for other creative team members.
- Designed marketing materials that promoted Trident Seafoods products to their retail and food service buyers.
- Kept up to date on all food packaging regulations in both USA and Canada.
- Photographed packaging and food products for marketing materials.

AT&T INTERACTIVE DESIGN AND ADVERTISING GROUP

Contract Designer, 2012–2013

Designed and produced animated online advertisements as well as marquees for AT&T Wireless website.

- Researched and tested HTML animation techniques as well as best practices in responsive web design.
- Evaluated, managed, and curated photographic stock libraries used by design team for seasonal campaigns.
- Assisted in the instruction of work process, design guidelines and CATO compliance.

ADDITIONAL EXPERIENCE

MERKLE INC., Designer, 2000–2009.

Designed and produced direct mail campaigns for non-profit groups. Created acquisition direct mail campaigns that generated \$289,655 in net revenue for 2008 as lead designer for Orange County Rescue Mission. Created newsletters for Union Gospel Mission of St. Paul that consistently raised money above expected amounts. Developed designs for CARE USA acquisition that helped increase overall revenue by 10%.

AIGA LINK, volunteer, 2009–Present.

The AIGA LINK Program connects Seattle area high school students with creative professionals through creative workshops. I have helped prepare and assist with student workshops teaching students various artistic techniques. Assisted with transitioning workshops to online format during COVID.

EDUCATION

CALIFORNIA STATE, Fullerton, California | BA, Photo Communications

TECHNICAL SKILLS

Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere, Adobe Bridge, Adobe Dimension, Adobe Dreamweaver, Adobe Acrobat, Adobe Firefly, Stable Diffusion, Esko Studio, Blender, Trello, Smartsheet, Brandfolder DAM, Wordpress, DIVI, Kentico CMS, Contentful CMS, HTML, CSS, Pantone, JavaScript, Microsoft Office Suite, Figma, Mail Chimp, Offset Printing, Flexography, Canva