



Brandon Halm

Art Director
Largo, Florida

P. 321.759.8761

Portfolio:



SUMMARY

Art Director with 15+ years of experience crafting responsive websites, brand identities, and digital campaigns for agencies, financial institutions, and national clients. Proven track record leading creative teams, managing 50+ client relationships, and delivering polished work across print and digital mediums. Equally comfortable as a hands-on designer and a collaborative art director, with deep expertise in Adobe Creative Suite, WordPress, HTML/CSS, and CMS platforms like Sitecore.

EXPERIENCE

Marketopia, Pinellas Park, Florida

Art Director, January 2023 – Current

Senior Graphic & Web Designer, April 2021 – January 2023

Conceptualized and launched 40+ responsive websites across 50+ clients, ensuring consistent brand standards across all digital and print mediums. Art directed a creative team of 2–5 designers and copywriters, improving collaboration and elevating output quality across all deliverables.

Raymond James Financial, Saint Petersburg, Florida

Web Designer, March 2012 – October 2020

Built and maintained 30+ websites for a financial services firm, working within a team of 5 web designers. Led the transition from static HTML sites to fully templated builds within the Sitecore CMS, significantly streamlining the development process and improving site scalability.

Murphy Land and Retail Services, Inc., Jacksonville, Florida

Graphic Designer, August 2008 – March 2012

Designed and launched the company website, serving as sole webmaster. Produced professional business packages for a portfolio of national clients including Bob Evans, Home Depot, Murphy Oil, and Panda Express.

Client Focused Media, Jacksonville, Florida

Graphic Design Intern, August 2011 – December 2011

Contributed to ad campaigns, logo and identity systems, and promotional materials for multiple clients. Demonstrated fast turnaround skills by rapidly reformatting advertisements to meet magazine and newspaper publication specs.

Art & Design in Brazil, Salvador, Bahia, Brazil

Summer 2011

Study abroad program that focused on the art and design culture in Brazil. Worked with a non-profit organization designing a new website. Visited numerous museums and studios and interviewed the founders and working designers.

SKILLS

Art direction, graphic & web design, print, typography, branding, publication, package, layout and grid structure, conceptualizing, creative planning and organizing, HTML, CSS, Wordpress, WooCommerce, and SiteCore

SOFTWARE

Expertise in: *Wordpress, Figma, Adobe Photoshop, Illustrator, InDesign, XD, and Acrobat.*
Working knowledge of: *After Effects, and Microsoft Office Suite.*

ORGANIZATIONS

U.S. Tennis Association – *League Captain/Volunteer, August 2011 – Current*

AIGA Jacksonville/ Tampa Bay Chapter – *Member, August 2009 – Current*

Boy Scouts of America – *Eagle Scout, March 2003*