

# RIVER HYDE

Graphic Designer | Relationship-Oriented Professional  
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## PROFESSIONAL SUMMARY -----

Creative and detail-oriented, graphic designer River Hyde has over eight years of design experience, with valuable knowledge in film-related projects. Through collaborative efforts with art directors and production designers, River has gained a keen eye for visual storytelling through the medium of motion picture. He strives in fast paced prolific work environments.

## AREAS OF EXPERTISE -----

- Collaborative Design
- Project Planning
- Adaptability
- Design Principles
- Graphic Conceptualization
- Production Artist
- Motion Graphics
- Color Theory
- Project Research
- Video Production
- Flexibility
- Visual Communication
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro

## PROFESSIONAL EXPERIENCE -----

- **FanX | Imaginarium Comic Conventions** Murray, UT  
Graphic Designer | Media Manager January 2017 - Present  
Salt Lake City, Tampa Bay, Atlanta, Indianapolis, Wisconsin
  - Conceptualize with the marketing department to develop a range of visual assets, including logos, sponsorship decks, social media content, guest announcements, AV asset creation and management, sizzle reels, photography, display & print advertising, and design of convention merchandise.
  - Create both still and motion graphics; conceptualize, design and implement graphic elements consistent with the style and quality of the FanX brand.
  - Plan and oversee motion and still graphics deliverables and ensure production timelines are met.
  - Coordinate with various event teams, including celebrity talent managers, marketing teams, web managers, printers, sponsored brands, and other colleagues.
  - Oversee the media team during events, working to manage a team of photographers and videographers responsible for capturing assets across all three days of each annual event. These assets are utilized in social media and branding efforts.
- **Groupe Rossignol** Park City, UT  
NORAM Graphic Designer Sept. 2019 - Sept. 2021  
Lange, Dynastar, Look, Kerma, Dale of Norway
  - Collaborated with the global communication team in Europe to develop North American appropriate pieces including but not limited to catalogs, brochures, terms sheets, E-newsletter content, website content/merchandising, social media content, commercials, print advertising, resort and retail merchandising, and trade show display merchandising.
  - Organized and distributed assets, product images, logos, and action & lifestyle photography.
  - Coordinated with the marketing team, product and sales managers, web managers, international communication team, sales agencies, printers, and other colleagues.
  - Designed art, logos, layouts, catalogs, and color stories in line with brand standards.

- Operated within short timelines to deliver finished, high-quality designs on schedule.

## CONSULTING SERVICES -----

- **Hybrid Productions** Huntsville, UT  
Independent Consultant | Freelance | Production Designer 2021  
Hallmark | A Cozy Christmas Inn
  - Conceptualized with the director, designers, art directors, to determine the elements in the film that required specific graphic treatment via the script.
  - Designed and implemented graphic elements consistent with the style and quality of the film.
  - Oversaw the delivery of graphics, ensuring adherence to the timeline and meeting project delivery requirements.
  - Assisted art department with production design, set setup and takedown.
  
- **Lolë | Marvel** Ogden, UT  
Independent Consultant | Freelance 2022
  - Coordinated with the teams at both Lolë and Marvel to design an Avengers themed women's outerwear collection.
  - Executed designs for garments, jackets, bags, and other accessories, creating a full and cohesive collection.
  - Oversaw the delivery of the production ready files, ensuring adherence to both brand guidelines and overall timeline.

## ACHIEVEMENTS & VOLUNTEER EXPERIENCE -----

- **OCCUPATIONAL ADVISORY COMMITTEE** Ogden, UT  
Ogden-Weber Technology College | Digital Design Committee Chairman 2021- Present
  - Discuss and develop the O-Tech Design Program's curriculum and syllabi
  - Offer consultation on design industry evolution to ensure program curriculum relevance in this fast paced industry.
  
- **OUTDOOR RETAILER SHOWSTOPPER AWARD** Denver, CO  
Outdoor Retailer | Rossignol | Dynastar 2020
  - Designed the Rossignol and Dynastar Jeep vehicle wraps which received the Outdoor Retailer Showstopper Award during the 2020 Outdoor Retailer Snow Show.

## EDUCATION -----

- **Ogden Weber Technology College** Ogden, UT  
Graphic Design Certificate - Honors, Valedictorian 2017
- Relevant Coursework: Logo design, design principles, printing, color theory, advertising, and Adobe CS.