



COLM DOHERTY

ART DIRECTOR/GRAPHIC DESIGNER



WORK EXPERIENCE

Present
2018

ART DIRECTOR/CREATIVE LEAD

Informa Tech

📍 Santa Monica

- Lead the design, branding and art direction for the Game Developers Conference (GDC) and related events (VRDC, XRDC). This includes overseeing the creation of online marketing materials, large-scale event graphics, intimate, smaller activation-space looks, and working with motion graphics designers to create keynote intros and stage designs for a consistent experience. The events have achieved consistent, double digit, YOY growth for the last several years.
- Work with outside freelancers with creative direction for annual awards shows and “festival” style show maps.
- Led the design and branding of gamedeveloper.com, plus work with the product development team to rebrand related events websites.
- Assisted in the successful branding and rebranding of several of Enterprise IT, Data Center and Cyber Security events.

2012 - 2018

SENIOR GRAPHIC DESIGNER

UBM Plc

📍 Los Angeles

- Senior design team member overseeing attendee and exhibitor marketing collateral, digital/print production, logo design, interactive web sites, high-end PowerPoint creatives, trade show graphics, and large-scale signage for over 500 large-scale branded and transaction-oriented events in 14 specialist markets.
- Art directed motion graphics and stage design for engineering award shows. Created storyboards for show intros.
- Worked with the product development team to design and concept new event site templates, including creating extensive CSS style guides and UI.

2004 - 2011

GRAPHIC DESIGNER

Canon Communications

📍 Los Angeles

- Reporting to Creative Director, led the development of trade magazine ads, event guides, and high-volume print campaigns for a leading producer of trade events, publications, and electronic media for \$3T advanced, technology-based design and manufacturing industry, including medical device, pharmaceutical, electronics, packaging, and automated assembly.



EDUCATION

1993 - 1997

VISUAL COMMUNICATIONS B.F.A.

University of Arizona

📍 Tucson

Focus on Illustration and Graphic Design. Included internships for the United Way. Second place award for typography design in the departments 1997 annual senior art show.



ABOUT ME

Soft-spoken, low-key, talented, curious, adaptable, forward-thinking. I am a designer with 20+ years of experience with a strong focus on large-scale event and community space design.



SKILLS

Logo Design	● ● ● ● ●
Branding	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Adobe Indesign	● ● ● ● ●
MS Excel	● ● ● ● ●
MS Word	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
CSS/Html	● ● ● ● ●
MS Powerpoint	● ● ● ● ●

CONTACT

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