

# Herb Collingridge

Entrepreneur, Graphic Designer, Purveyor of Jokes, Movie Quoter, Avid Sci-Fi Fan  
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## Profile

I'm a creative professional with a passion for design, typography, color theory, and ideation with experience in fast-paced corporate environments and small, innovative shops. I am skilled in print, web, email, and online media and adept at managing multiple tasks and responding to diverse requests with patience and humor. I have a consistent track record of delivering high-quality graphics since 2002.

## Work History

### Senior Creative, Gravis Law, PLLC

2022 - 2024

- Directed and executed a variety of marketing projects, enhancing brand visibility, and client engagement.
- Designed and completed diverse branding and digital assets, contributing to cohesive marketing campaigns.
- Executed and expanded branding guidelines, ensuring consistency and enhancing brand identity.

### Graphic Design & Web Development, Level 510

2018 - 2022

- Led and executed all creative projects from concept to completion, driving project success and client satisfaction.
- Designed and completed branding/logos, web/landing pages, and marketing materials, enhancing client brands and campaigns.
- Designed and built custom Shopify themes, improving e-commerce functionality and user experience.

### Co-Owner/Senior Designer, Wildland Labs, Inc.

2013 - 2018

- Managed and executed all creative projects, delivering high-quality results and client satisfaction.
- Successfully launched multiple brands, increasing market presence and client base.
- Designed and coded front-end applications, enhancing user experience and functionality.
- Created impactful trade show booth graphics, attracting attendees and generating leads.
- Utilized personal photography for stock sales and client projects, adding unique visual elements.
- Provided strategic business and design consultations, driving client growth and innovation.

### Owner/Principal, The Fourth Design

2006 - 2013

- Took on multiple roles, delivering comprehensive design solutions and business support.
- Led successful brand launches, creating cohesive marketing materials and enhancing brand identity.
- Designed trade show booth graphics, generating interest and leads at major Seattle shows and conferences.
- Shot and utilized custom photography for client projects, adding unique visual elements and enhancing project quality.
- Provided strategic business and design consultations, driving client growth and innovation.

## Skills

- Graphic Design & Layout
- Branding & Identity
- Web Design & Development
- WordPress / Shopify
- Print Media
- Online/Digital Media
- Photography & Photo Retouching
- Label & Packaging Design
- Creative Consultation
- Adobe Creative Cloud
- Emails & Email Templates
- Creative Direction