

# BRIAN WHEELER

Freelance Designer, GearHead Creative

1010 East Water St

Hillsboro, IL 62049

217-710-4331

[brianw@gearheadcreative.com](mailto:brianw@gearheadcreative.com)

*“MarkNet Alliance could not ask for a better **partner** to handle all our design needs. Brian Wheeler’s work is always creative, cutting edge and produced in a timely & efficient manner. No matter if it is a magazine ad or a tradeshow booth, GearHead Creative has been able to handle all of our needs.”*

**Matt Corso**  
MarkNet Alliance,  
Chief Operating Officer

References Available  
Upon Request

Online Portfolio Available at  
[www.gearheadcreative.com](http://www.gearheadcreative.com)

## PURPOSE

I strive to present the highest standard of expression by proficiently blending visual elements with the written word. My background in composition and graphic design provides me with a unique skill set that sets me apart in fields such as marketing and advertising. I value input from project teammates and clients, and I work hard to share my creative process with others in order to maximize the impact of intended message.

## EXPERIENCE

2008 to Present – **Freelance Graphic Designer / GearHead Creative**

Founded GearHead Creative Design. Help clients achieve marketing and advertising goals through the design of brochures, catalogs, postcards, magazine and newspaper display ads and various other promotional items. Assist clients in composing ad copy, photography and web design. Assist clients in the research, budgeting, scheduling and delivery of advertising campaigns. Visit [www.gearheadcreative.com](http://www.gearheadcreative.com) to view portfolio.

2004 – 2008 - **Graphic Designer / Marketing Manager of Aumann Auctions, Inc.**

Engaged in the design of brochures, catalogs, postcards, magazine and newspaper display ads and various other promotional items. Responsibilities included the budgeting and scheduling of advertising campaigns and print projects. Work also included photography and web design. Aumann Auctions won many industry awards for design and marketing during tenure with company.

2003 – 2004 Academic Year - **High School English Teacher** - Hillsboro Community High School - Secondary English teacher. Instructed courses of Freshmen Eng. I, Short Story, and Creative Writing. School Improvement Committee.

Hillsboro, IL, 217-532-2942

Spring 2002 Semester – **Community College Composition Instructor** - Lewis & Clark Community College - Instructed night course of English Composition 102 at Carlinville, Illinois extension center.

Main Campus; Godfrey, IL 618-466-7000

2000 – 2002 Academic Years – **High School English Teacher** - Gillespie Community High School - Secondary English teacher. Instructed courses of Advanced Senior Eng., Fresh. Eng., and Grammar. Yearbook sponsor.

Gillespie, IL, 217-839-2464

1996 – 1997 Academic Year – **High School English Teacher** - Argenta-Oreana Community High School - Secondary English Teacher. Instructed courses of Fresh Eng. and Technical Preparation Eng. Assistant football coach. Technology committee.

Argenta, IL, 217-795-4822

## EDUCATION

2003 – 2004 Academic Year - Electronic Publishing Specialist Certificate - Southwestern Illinois College. Completed courses in photography, digital imaging and graphic design.

1997 – 1998 Academic Year - English Graduate Assistant - Eastern Illinois University - 29 graduate hours. Assistant researcher, writing center tutor, English 1000 instructor.

1993 – 1996 Academic Years - Bachelor’s of Arts. English Major / History Minor. Type 9 Illinois Teaching Certificate – Eastern Illinois University. Magna Cum Laude. (3.89/4.0 GPA).

1991 – 1993 Academic Years – Associate of Arts – Kaskaskia Community College - Editor-in-Chief for ‘92 - ‘93 student newspaper, *The Scroll*.

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*“Brian Wheeler of GearHead Creative gave my Auction Summary the design look it needed to win the 2011 Rose Award. This award is given to the Certified Auctioneer Institute student with the best Auction Summary report. I knew Brian had the **insight** to design the summary since he did such an **outstanding** job on the catalog. He is always such a **pleasure** to work with on projects and you can’t ever wait to see what he’s come up with. **Thank you** so much Brian!”*

**Jodi Reynolds.**

**Aumann Auctions  
Chief Operating Officer**

References Available  
Upon Request

Online Portfolio Available at  
[www.gearheadcreative.com](http://www.gearheadcreative.com)

## SKILLS & CAPABILITIES

High proficiency in Adobe Creative Suite software including Photoshop, Illustrator, InDesign, Acrobat Professional and Dreamweaver.

Proficient in HTML and CSS web design languages.

Proficient in photography with digital SLR cameras.

Able to tailor message and design to best optimize the digital or print medium.

Practiced in the research, budgeting, creation, scheduling and delivery of newspaper and magazine advertising associated with advertising campaigns.

Combine robust skills in composition with elements of design to achieve the highest standard of expression across a spectrum of marketing and advertising projects.

Routinely communicate with clients to inform them of budget costs and constraints. Strive to show value in client input by working to keep them involved in each step of the design process.

Simultaneously balance multiple projects, switching between message and theme as projects demand. Capable of multitasking to maximize time and meet deadlines.

## AWARDS

2010 – National Auctioneer’s Association – Division Winner - Antique Catalog Design

2009 – National Auctioneer’s Association – Division Winner - Printed Materials, Two-Color, Collectibles & Specialty

2009 – National Auctioneer’s Association – Division Winner – Farm Real Estate Catalog Design - The Kilton Farms, Inc. Auction Catalog

2008 – National Auctioneer’s Association – **Prestigious Best in Show** – Catalog Design, Specialties & Collectibles - The George Schaaf Truck & Tractor Auction Catalog.

## MISCELLANEOUS

**Fiction Writer** – Self-published author of two novels, *Mr. Hancock’s Signature* and *The Sisters Will Dance*, and various short stories. Examples can be found at [www.flatlandfiction.com](http://www.flatlandfiction.com). Designed all art and graphics for novels and stories posted on the site. Work received honorable mention in the 1999 *Writer’s Digest Short Fiction Contest*.

**Dog Trainer / Handler** – Certified trial helper for Schutzhund USA, an organization dedicated to dog sport that focuses on obedience, tracking and protection canine work.

## PORTFOLIO

A portfolio of projects ranging from digital illustration to photography can be viewed by visiting GearHead Creative’s website at [www.gearheadcreative.com](http://www.gearheadcreative.com).