



NEIL UHL IS A DESIGNER.

He enjoys making things and thinking about things. He works with his hands, and with his head. He would love to work with you.

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Experience

NOVEMBER 2016 – PRESENT

Senior Designer
Peet's Coffee

In-store marketing and visual branding. Communication systems for signage, sales displays, environmental graphics, web ads and social media. Conceptualize and direct photo shoots. Special packaging and and gift items. Maintain and develop the brand through an ongoing cycle of seasonal campaigns.

SEPTEMBER 2010 – OCTOBER 2016

Art Director
San Francisco Symphony

Visual communications and marketing campaigns. Branding for special events. Oversee production for print, digital, television, environmental, and outdoor media. Conceptualize and direct photo shoots. Storyboard video and animation. Maintain brand standards throughout the Symphony's marketing communications.

APRIL 2008 – MARCH 2010

Creative Manager
Institute on Aging
San Francisco

Annual reports, brochures, ad campaigns, and other print communications. Identity systems for special events and campaigns, including logos, print and web collateral, signage, and ads. Conceptualize and direct photo shoots. Maintain branding standards for all materials.

FEBRUARY 2002 – FEBRUARY 2007

Graphic Designer & Webmaster
University of California
Education Abroad Program
Goleta, CA

Visual communications and annual rebranding for over 100 brochures, guidebooks, posters, and flyers, including an annual 60-page magazine. Collaborate with team of production artists, writers, editors, and printers. Also design and maintain a 3,000 page website. Occasional t-shirts and environmental graphics.

APRIL 1996 – JUNE 2000

Graphic Designer
Impend Technologies
Santa Barbara, CA

HTML websites. Wireframing, coding, creating UI systems, icons and illustrations. Branding and collateral materials such as brochures and emails.

Education

Master of Fine Arts
Graphic Design
Academy of Art University
San Francisco
2.5 years completed

Bachelor of Arts
Philosophy / Fine Art
Westmont College
Santa Barbara
Magna cum Laude

Software Skills

Adobe
●●● Illustrator
●●● Photoshop
●●● InDesign
●●○ Acrobat

Microsoft
●●○ Word
●●○ Powerpoint
●○○ Excel

Web
●●● HTML
●●○ CSS
●●○ WordPress

More Skills

Photography
Illustration
Copywriting
Storyboarding