



Dylan Menke, Logo & Brand Designer

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Resume

## ABOUT

A logo and brand designer based in Des Moines, Iowa creating authentic, memorable, and timeless brands through meaningful design.

## ACCOMPLISHMENTS

### Education

The University of Iowa  
2014 – 2018

- BFA Graphic Design
- Business Certificate
- Honors in Studio Arts

GPA: 3.8/4.0

Dean's List

### Awards & Honors

The Iowa Startup Games  
1<sup>st</sup> Place (Iowa City, Iowa)

Art Directors of Iowa  
10 Awards

LogoLounge Book 12

LogoLounge Book 13

LogoLounge Book 14

### Software

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Xd

Figma

Canva

Microsoft Office Suite

## EXPERIENCES

### Student Graphic Designer | 2015 – 2018

The University of Iowa Division of Student Life Marketing + Design (Iowa City, Iowa)

- Demonstrated effective communication and teamwork by identifying problems, solving challenges and determining a visual route for projects.
- Created innovative design themes, graphics, logo designs and multiple page publications for marketing and promotional materials.
- Developed and created brand guidelines to inform brand strategy and creative execution.
- Produced a variety of design styles for over 250+ internal and external clients on campus.
- Formatted designs for print and web applications, consisting of retail promotions and ads.

### Graphic Design Intern | 2018

818 – a tiny design empire (Des Moines, Iowa)

- Assisted in the conception and creation of internal marketing materials, events and promotions to grow brand awareness.
- Communicated project details, design solutions and project progress with team members on a daily basis.
- Prepared print ready files for production, while communicating specific needs to vendors.

**Design Director | 2018 – 2019**  
**Greater Des Moines Partnership (Des Moines, Iowa)**

- Created all internal and external communication and promotional materials, including newsletters, brochures, presentations, infographics, advertisements, environmental graphics, web and social graphics and websites.
  - Oversaw all internal visual communication and branding and company-managed initiatives, campaigns and events to ensure work was consistent and on brand.
  - Worked with project coordinators to develop and understand expectations for projects and ensured completion was done within the quality standards and time frames expected.
  - Collaborated with the Director of Marketing on creative direction for DSM USA, Downtown DSM USA and event campaigns through visuals and design.
  - Lead creative direction for photo shoots and video shoots in alignment with brand standards.
  - Hired and managed design interns, contract designers and freelancers with assistance provided by the Director of Marketing.
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**Design Director | 2019 – 2021**  
**818 – a tiny design empire (Des Moines, Iowa)**

- Responsible for all branding projects from conception to completion in alignment with client feedback, brand style guides and deadlines.
  - Took responsibility for the creative vision and development of output across team members.
  - Initiated project review processes and recommend new business and project ideas.
  - Conveyed strong management and leadership skills in order to stimulate the creative team.
  - Assisted management with strategic plans, business development initiatives and project timelines and costs.
  - Evaluated company design processes and provide improvements to ensure work efficiency and to retain client relationships for future company opportunities and growth.
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**Freelance | 2017 – Present**  
**Self-Employed (Des Moines, Iowa)**

- Construct communicative moodboards, logo designs, prepare organized logo kits and create brand style guides to inform brand strategy and creative execution.
- Create marketing collateral, including websites, informational handouts, social media posts, presentation decks, business cards and letterheads.
- Work with clients in the industrial, construction, manufacturing, financial, insurance, technology, healthcare, consumer, food and real estate sectors.
- Notable clients have included Disney, Ball Corporation, Exxon Mobil, Citi, Tsugami America, Rivian, Kohls, Delta Corp, JetBlue, Thermo Fisher, TPG, Permira, Martin Marietta, Umps Care Charities, Crane NXT, BCG and Silver Lake.

**THANK YOU!**