



## **Brent Urbanski**

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**www.brenturbanski.com**  
**ph.503.381.2216**

### **Career History**

#### **Brent Urbanski Design**

August 2007 through Present

Graphic Designer & Art Director

Clients include: Fiction, Yeti Cycles, Scorpion Sports, Sync Interactive, 91X Radio, TxtWire Communications, XOS Technologies, XYZ Clothing Co., Platinum Skateboards, Johnny's Outerwear, VidSwap, and more. Services ranging from identity development, advertising, print design, product design, product graphics design, apparel design, website design and environmental design.

#### **Icon Motosports / Arctiva** \_LeMans Corporation House Brands

1745 NW Marshall Street, Portland, OR 97209

July 2004 through August 2007

Employed as Lead Graphic Designer / Design Department Manager

Primary job responsibilities: Create and build Icon Motosports into a leading, stand-out brand within the U.S. street motorcycle market. Complete creation and overhaul of Arctiva's brand identity and all customer experiences. Strategize and share insight on the target customer with the Creative Director and Marketing Department on how to position the Icon and Arctiva brands. Art direct and manage my design and design staff. Art direct outside creative such as photographers and freelance illustrators. Manage outside vendors such as printers, display manufacturers, and casual apparel providers. Craft and set the visual standard for print and advertising. Create product graphics and communicate direction with product developers. Continually collaborate with Icon and Arctiva's Marketing Departments to improve brand positioning. Instrumental in launching and staffing LeMans Corporation's NW Design Office in Portland.

#### **Thor Motocross / Slippery Wetsuits / Icon Motosports** \_LeMans Corporation House Brands

2040 Gillespie Way, El Cajon, CA 9202

February 2001 through July 2004

Employed as Senior Graphic Designer

Primary job responsibilities: Chosen in November of 2002 to create the conceptual and stylistic direction for the new in-house brand Icon Motosports. Design of all retail print materials from concept through print for all in-house brands. Work with marketing department to develop effective packaging, retail displays, and trade show booth design. Schedule and create print advertising for all major publications. Coordinate and art direct photographers in studio and on location. Responsible for design of casual product line and technical branding applied to all products. Senior print and product designer for Thor Motocross and Slippery Wetsuits through November of 2003, until promoted to develop the Icon Motosports brand.

#### **UrbanMedia Design Studio**

4143 Florida Street, San Diego, CA, 92104

November 1999 through February 2001

Owner / Partner

Design Studio offering full-service account management from concept through print. Clients included: Canari Cyclewear, Safeskin Scientific, Price Point Bicycle Mail Order, XYZ Clothing, Platinum Skateboards, Primo Salon & Day Spa, and Careme Catering. Services included: Corporate identity development, packaging, catalogs, print ads, brochures, point-of-purchase displays, signage, posters, manuals, newsletters, direct-mail pieces, and photography. Developed and directed a network of professional illustrators, photographers, and printers. Managed multiple clients while keeping within project budgets and deadlines. Collaborated with clients' marketing departments and decision makers.



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#### **Career History** \_Continued

##### **H&L Products Inc.**

San Diego, CA  
November 1998 through November 1999

Employed as Senior Graphic Designer

Primary job responsibilities: Custom designed packaging programs for automotive accessories using the licensed Samsonite brand name. Worked with major retailers Target, WalMart and Kmart to custom package, display, and merchandise product lines to clients' specifications. Design of all retail print materials from concept through print such as packaging, signage, point-of-purchase displays, catalogs, and print ads. Constructed and operated in-house digital photography studio to save company time and money.

##### **XYZ Clothing Co. / Platinum Skateboards**

Vista, CA  
February 1997 through November 1998

Employed as the Graphic Designer

Primary job responsibilities: Design of all retail print materials and promotional items such as print advertising, catalogs, posters, signage, packaging, point-of-purchase displays, and trade show booths. Designed all hard and soft goods on a four-month product life cycle. Collaborated with team pros to design their signature pro model skateboard graphics.

##### **Education**

Art Institute of California - San Diego  
1994 - 1997

##### **Apple Computers**

Applications used: Adobe Creative Suite, QuarkXpress, Microsoft Office, and more.