



experience

Sign Design & Awnings . 2017 - Current

Conceptual and graphic design of signage and branding for retail businesses, restaurants and vehicles in the Vail Valley. Responsible for client and project management, in-house design and production as well as providing schematic drawings and instruction for the fabrication team. Local clients include:

- **Black Tie Ski Delivery** (Retail location exterior signage and window graphics, interior signage, fleet vehicle graphics)
- **Slifer, Smith & Frampton Real Estate** (Real estate signage for agents and site locations)
- **Vail/Breck Sports** (Production and on-site management of three person installation of 60+ window graphic murals in Breckenridge)

Todd Drabik Designs LLC . 2004 - Current

Established a successful freelance business working directly with both local and national clients. Design and concepting for websites, web-based applications, software and mobile applications, as well as identity development, branding and print design. HTML/CSS production and website maintenance is also provided on a regular basis. Responsible for all aspects of business management, project management and design process. Most recent clients and employers include:

- **Moxtopia** (Video concept and storyboard design for T-Mobile, Bank of America, Transamerica, March of Dimes, National MS Society. iPad app UI design for Empower Retirement and Avitus Group)
- **Mobloggy** (Design, production and management of Wordpress websites for multiple, local Vail Valley businesses)
- **Mobile Simplicity** (MTV, Craigslist and various other iPhone/iPad app branding and design)
- **Adams 14 Schools** (Branding, web and print design)
- **Bud's Benz** (Web design, development, production and maintenance)

UniCom Marketing Group . 1998 - 2004

Senior Art Director | Worked individually as well as project leader of small teams on design, layout, and production of client branding, web sites, promotional materials, corporate identities, brochures, packaging, ads, and direct mail. Created successful programs for clients such as Verizon Wireless, Corona Beer, DaimlerChrysler Services, Dairy Queen, Motorola.

- Worked with account executives and copywriters on a daily basis to produce effective marketing materials
- Helped in selecting and directing photographers, illustrators, and other outside creative partners

Todd Designs . 1997 - 1998

Freelance Designer | Responsible for all aspects of the entire project process, from initial concepting to final print or web hosting. Many projects were completed within tight timelines and on a limited budget. Created successful programs for clients such as Continental Airlines and the N.Y. Yankees, N.Y. Knicks, Sharpie Markers and the Rubbermaid NASCAR team.

Illini Media Company . 1995 - 1997

Art Director | Design of the weekly, 20-page entertainment section in the Daily Illini newspaper under strict, tight deadlines. Concepted, designed, and produced promotional campaigns for the Daily Illini newspaper.

technical fluency

Illustrator CC
Photoshop CC
InDesign CC
Dreamweaver CC
Adobe After Effects CC
Adobe Acrobat DC
Corel Draw/Paint
MS PowerPoint, Word, Excel
HTML5/XHTML/CSS3
Wordpress

awards / merits

Artist for Public Awareness Campaign,
Town of Vail, Art in Public Places
2 Communicator Awards
Summit Award
DMA Echo Award
SSND Design Award
ICPA Award

education

Graduated from the University of Illinois at Urbana-Champaign in 1997 with a BFA in Graphic Design.

references

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