

Dean is an intellectual, designer, and all-around mad yoke. He wants to inspire and explore a more visual world. He is always working to expand his limits.

Dean Sweetnich

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EXPERIENCE

Firebelly Design — Design Apprentice, Chicago, Illinois
September 2018–Present

Assisting in concept and design strategy for a range of design projects including digital, print advertising, website design, and brand strategy. Communicates strategic user-experience decisions with clients to ensure strong and trustworthy client relationships. Led the full website design and developer specifications for NowPow, a healthcare referral application. Responsible for the design of advertising campaigns in Uptown, Chicago and other Chicago neighborhoods.

VSA Partners — Design Intern, Chicago, Illinois
June 2018–August 2018

Designed promotional packages and publications for a national residential manufacturing company. All work was completed while collaborating within an integrated team of client and content strategists. Responsible for print and production for several published advertising campaigns. Assisted to found a new department for data visualization within the company.

Little Jacket — Design Intern, Cleveland, Ohio
May 2017–August 2017

Led several client projects, including a full website re-design for Visible Voice Books bookstore, and an internal experience campaign for MetroHealth Hospitals. Created concepts for local ad campaigns including Watershed Distillery and Cuyahoga County Public Library. Participated in user interviews and competitor research to complete proposals and concepts.

Google Fonts — Type Design Contractor
May 2017–August 2017

With the guidance of Dave Crossland, Jacques LeBailly, and Aoife Mooney, I tackled the redesign of Francois One, originally designed by Vernon Adams. This project involved an evolution of the existing letterforms to refine the personality and clarity of the typeface. Francois One's unusual proportions and inconsistent baseline, were adjusted to fit a more clear direction. My foundation for Francois One's semi-condensed weight and extended master will continue into later iterations.

Signum Design — Designer, Kent, Ohio
January 2017–May 2018

Signum focuses on vibrant visual solutions to communicate with the younger audience of Kent State University. Developed short term brand identities and promotional material for local events and conferences. Being a small team within a larger organization allowed me to negotiate efficiency and monetary constraints of an in-house design studio with upper level staff.

Codesummit, Aurora, Ohio — Front-End Developer
May 2013–December 2016

Helped to start new processes in project definition and Agile development. By collaborating between Codesummit's design and development teams, created front-end experiences for a variety of clients in the insurance, construction, window manufacturing, and business management industries. My time at Codesummit taught me to view design and business as a holistic enterprise.

EDUCATION

Kent State University
Visual Communication Design, BFA
Fall 2014–May 2018 Graduation
The Ohio State University
Computer Information Science
Fall 2011–Spring 2013

ADDITIONAL EXPERIENCE

Freelance — 2018–2019
Luna Negra Magazine — Art Director, 2017–2018
Glyphix Studio — Student Designer, 2017
The A Magazine — Designer & Illustrator, 2017

DEVELOPMENT SKILLS

HTML/CSS and SASS/LESS Preprocessors
Javascript, jQuery, Node.js, Gulp, Grunt, Github
CSS Frameworks: Bootstrap, Foundation

INVOLVEMENT

Points of View: Film & Design Club
— President & Vice President, 2018–2016
AIGA Cleveland
— Student Member, 2017–2018
International Society of Typographic Designers
— MISTD Member, 2018–2017

RECOGNITION

2018 Distinguished BFA Senior Award
2017 ISTD Student Assessment, *Merit*
2017 VCD Walker-Buchanan Scholarship
2017 AIGA Design 730 Cleveland, *Student Winner*
2017 VCD Juried Student Show, *Honorable Mention*
2017 VCD Honors Exhibition, *Typography*
2016 VCD Honors Exhibition, *Illustration*
2016 Type as/and Image Exhibition
2014–2017 Kent State Dean's List