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EXPERIENCE

Art Director

▶▶ BODY GLOVE | JAN 2023 – CURRENT

Creative brand direction on all content creation. Manages and inspires a creative team to deliver effective storytelling and campaigns ensuring a consistent brand voice and tone across all customer-facing materials. Overseeing lifestyle photography, studio photography, image editing and videography.

Art Director

▶▶ DAKINE | FEB 2022 – CURRENT

Driving campaign creative on e-commerce, wholesale, video and social media platforms. Creating and directing conception to launch graphic design marketing material and collaborating with in-house departments on all brand guidelines and creative needs. Providing UX/UI best practices for consumer experience and applying brand messaging with purpose. Directing product and lifestyle photography for e-commerce, retail and social media. Management of the creative teams, projects, content calendar, asset management and creative deadline delivery.

Sr. Graphic Designer

▶▶ DAKINE | FEB 2020 – FEB 2022

Content Designer

▶▶ ETHIKA INC. | MAY 2017 – MARCH 2019

Lead designer for e-commerce, social media and weekly newsletters. Establishing brand standards and layouts for brand books, catalogues and company presentations. Production of custom apparel graphics, packaging, tech packs and vector art.

Art Director

▶▶ TEN: THE ENTHUSIAST NETWORK | 2013-2017

Art Director for three outdoor magazine brands (SUP Magazine, Canoe & Kayak Magazine and Kayak Fish Magazine). Constructing of custom editorial layouts for each brand and pre-press production. Digital marketing collateral for web, social media, sales and seasonal advertorial sell-in guides. Direction on lifestyle, studio photography concepts and post production + color correction. Overall graphic design direction and asset output. Collaboration with in-house events team and web developers on award shows and Live sports broadcasts.

Graphic Designer

▶▶ TEN: THE ENTHUSIAST NETWORK | 2011-2013

Freelance

▶▶ SELF-EMPLOYED | JUNE 2010 – CURRENT

Valuing clients by creating original designs and developing storytelling for the future. Communicating content such as brand development, custom logos, print & digital media, social media and website design.

CLIENTS INCLUDE: The Tiger Woods Foundation, The Surfer's Journal, The Golfer's Journal, Event Hospitality Solutions, SDA Creative, Phat-Mojo, Sunsets Inc., Illuminent and Red Rattler

DESIGN SKILLS

ART DIRECTION
CONTENT CREATION
UX/UI
MARKETING
BRANDING
ADVERTISING
DECKS / BRIEFS
LOGOS / ICONS
PACKAGING
APPAREL
WEB BANNERS
SOCIAL MEDIA
NEWSLETTERS
VIDEO GRAPHICS
MOTION DIRECTION
ASSET MANAGEMENT

APPLICATIONS

ADOBE INDESIGN
ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE BRIDGE
ADOBE ACROBAT
ADOBE XD

EDUCATION

GENERAL ASSEMBLY
CERTIFICATE OF COMPLETION 2019:
• Front End Web Development

ORANGE COAST COLLEGE
CERTIFICATE OF COMPLETION 2019:
• UX/UI

CERTIFICATE OF COMPLETION 2010:
• Graphic Design
• Digital Graphics Production