



**Bradley Frontino**  
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Accomplished Graphic Designer with 5 years in corporate retail marketing and over 4 years in the print and sign industry, providing expertise in print and digital media. Proven ability to manage multiple design projects, delivering precise results under tight deadlines. Collaborated across three brands and over 100 retail locations, delivering impactful marketing materials with effective communication and proficiency in Adobe Creative Suite.

## SKILLS

- Branding & Identity
- Conceptualization
- Visual Hierarchy
- Typography
- Color Theory
- Photo Manipulation
- Print Production
- Illustration
- Project Management
- Motion Graphics

## SOFTWARE

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Office
- Microsoft Teams

## WORK EXPERIENCE

### **Sellmark Corporation - Senior Graphic Designer, Mansfield, TX** **2025 - 2025**

- Led graphic design initiatives for Sightmark, BulletSafe, and Sellmark, creating printed materials such as magazine ads, trade-show displays, event collateral, branded merchandise, and innovative retail packaging.
- Developed digital graphics, including Amazon A+ Content, social media campaigns, and email marketing designs; driving brand engagement and sales through strategic digital presence.
- Partnered with the marketing and product teams to execute campaigns, including the 2025 Sightmark logo I redesigned.

### **Tandy Leather - Senior Graphic Designer, Fort Worth, TX** **2020 - 2024**

- Provided graphic support for over 100 retail store locations, creating printed collateral such as direct mail pieces, catalogs, brochures, packaging, and all necessary store signage.
- Developed digital content for web, including web page designs, email campaigns, and social media graphics, ensuring consistent visual branding across all channels.
- Collaborated with Marketing and Product teams, maintaining effective communication to develop cohesive marketing materials for launching new products and customer programs.

### **Fastsigns - Graphic Designer, Fort Worth, TX** **2016 - 2020**

- Created custom interior and exterior signage solutions, including banners, posters, wayfinding signage, and vehicle graphics to meet client specifications.
- Managed multiple design projects simultaneously, from initial concept to final production, ensuring timely delivery and client satisfaction.
- Coordinated with installation teams to ensure accurate execution of design concepts and quality assurance.

## EDUCATION

**The Art Institute of Fort Worth** **2014**  
Associate of Applied Arts in Graphic Design