



PATRICK SEDLANDER

Senior Web & Graphic Designer

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🖱 patricksedlander.com

SKILLS

UI/UX Design
Responsive Design
Web Design
Typography
Page Layout Design
Branding
Logo Design
Packaging
Print Media
Large Format Design
Digital Marketing
Content Strategy
Project Management
Client Coordination
Quality Assurance
508 Compliance
Americans with
Disabilities Act
(ADA) Compliance

SOFTWARE

Illustrator
Photoshop
XD
InDesign
Premier Pro
Dreamweaver
Sublime Text
HTML & CSS
Shopify
Klaviyo
Meta Ads
Google Ads
Google Analytics
MS Office Suite

EXPERIENCE

DIRECTOR OF MARKETING & DESIGN Crossroads Co.Lab | May 2021 – Present

- Directly manage a team of 10 employees (consisting of junior to mid-level marketing specialists, email specialists, social media specialists, and graphic designers) to execute full service marketing, messaging, outreach, and design related tasks for a multitude of ecommerce clients.
- Manage marketing plans and budgets to ensure ad spend and revenue goals are maintained accurately and across various budgetary ranges from \$150K to \$8M per year.
- Interfaced directly with clients as primary point of contact to discuss needs, determine comprehensive and holistic marketing plans and business strategies ensuring client goals are clearly defined, disseminated to the internal team and executed timely and efficiently.
- Work collaboratively with internal team to manage marketing budgets, revenue goals, timelines, processes, creative briefs, audience personas and targeting, and guide the team through execution of tasks to ensure client's needs, requests and pre-defined marketing strategies are met.
- Liaison between internal development team and marketing team to ensure fully symbiotic and integrated functionality between client ecommerce (primarily Shopify) websites and digital marketing platforms like Google Ads, Meta Ads, Affiliate Programs, Digital Display Ad Platforms, and more to guide target audiences through the entire marketing funnel from brand awareness down to site visit to purchase and remarketing efforts for subsequent product purchases.

GRAPHIC DESIGN PROJECT MANAGER A. Bright Idea | May 2016 – May 2021

- Collaboratively designed and produced creative applications including: website design, branding, marketing and outreach, fact sheets, posters and brochures, annual reports, promotional displays, large format graphics, information graphics, print and web advertisements, and monthly eNewsletters for commercial, nonprofit and government clients.
- Act as a visual project manager, graphic designer, and web designer on a variety of commercial and government contracts including the Smithsonian National Air and Space Museum, Amtrak, Joint Program Executive Office for Chemical, Biological, Radiological and Nuclear Defense (JPEO-CBRND), U.S. Army Chemical Materials Activity (CMA), U.S. Army Medical Research and Development Command (USAMRDC), Department of Transportation Maritime Administration (MARAD), National Institute on Drug Abuse (NIDA), and more.
- Interfaced directly with clients as primary point of contact to discuss needs, determine comprehensive creative execution plans, timelines, processes, present creative concepts, and guide through the creative development process.



GRAPHIC DESIGNER Leidos Inc. | June 2011 – April 2016

- Provide graphic support to all programs by creating artwork for use in proposals, brochures, presentations, technical reports and marketing literature.
- Collaborate directly with a team of editors and desktop publishers to produce the best work for the client's wants and needs.
- Incorporate Leidos marketing brand concepts in external marketing material.
- Apply design and conceptualization to newly created graphics to ensure production of high quality work products.
- Provide graphic support for work on U.S. DoD, Army and Navy contracts.

FREELANCE DESIGNER CRW Garden and Design LLC. | April 2014 – October 2016

- Develop a brand system for up and coming landscaping company.
- Incorporate new brand through logo, print products and website design.
- Maintain and update website and create new printed promotional material as needed.

EDUCATION

UNIVERSITY OF MARYLAND BALTIMORE COUNTY August 2008 – May 2012

Bachelor of Arts: Graphic Design Major, Print Media Minor | 3.6 GPA

CARROLL COUNTY CAREER AND TECHNOLOGY CENTER August 2007 – June 2008

Certification: Graphic Design and Print Education

AWARDS & SCHOLARSHIPS

- Visual Arts Image Research Center Fellows Scholar 2010
- National Society of Collegiate Scholars Member 2009
- Golden Key International Honor Society Member 2009