

brad farabaugh • graphic designer

SHORT BIO

An experienced Graphic Designer with 18 years in print and digital design, specializing in branding, web/mobile design, and marketing collateral. Strong expertise in creating visually compelling user interfaces and leading design projects. Passionate about using creativity and collaboration to drive impactful design solutions.

STRENGTHS & COMPETENCIES

- InDesign, Illustrator, Photoshop
- Canva
- Microsoft Office Suite
- Page Layout & Grid-Based Design
- Typography & Visual Hierarchy
- Photo Editing & Retouching
- Branding & Identity Development
- Digital & Print Design
- Social Media Content Creation
- Color Theory & Visual Storytelling
- Project Management
- Time Management
- Cross-Functional Collaboration
- Communication & Client Relations
- Problem-Solving & Creative Direction
- Deadline-Driven & Detail-Oriented

EDUCATION

Art Institute of Pittsburgh
Bachelor's Degree
Graphic Design

CONTACT INFORMATION

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PORTFOLIO

BradFarabaugh.com

WORK EXPERIENCE

HOWARD HANNA REAL ESTATE CORPORATE OFFICE

March 2007 – Present | Graphic Designer

- Design a diverse range of advertising pieces including billboards, postcards, brochures, e-cards, books, manuals, social media graphics, newspaper ads, agent marketing pieces, organizational charts, signage, and more.
- Manage projects from concept through pre-press, ensuring high-quality outputs across multiple mediums.
- Produce high-end marketing materials such as postcards, multi-page brochures, e-cards, e-brochures, and digital magazines for the Hanna Luxury program.
- Uphold premium standards for all design work, maintaining the luxury aesthetic and brand integrity of the high-end home program, catering to discerning clients.
- Lead brand development for new Howard Hanna franchises, creating custom logos and comprehensive brand guidelines to ensure consistency across new locations.
- Develop franchise marketing materials—including billboards, business cards, brochures, and other assets—to help franchises establish their presence in local markets.
- Coordinate multiple projects simultaneously, ensuring on-time delivery and meeting strict publication deadlines, especially for time-sensitive ads.
- Create new construction marketing materials for site builders and developers, delivering fast turnaround while maintaining accuracy and attention to client needs.
- Design agent-specific marketing pieces under tight deadlines, balancing speed, professionalism, and creativity.
- Collaborate with company executives, regional managers, and office managers to address urgent marketing needs and align with business goals.
- Provide creative solutions to marketing and advertising challenges, proactively offering strategic ideas and innovative design solutions to enhance brand visibility and client engagement.

COLSON FARABAUGH MEMORIAL FUND – NON-PROFIT FOUNDATION

August 2020 – Present | Director/Signer & Designer

- Founded the non-profit organization in memory of my son, with a mission to support families who have experienced the loss of a child.
- Design branded materials that reflect the foundation's values, including T-shirts, social media content, and brochures.
- Manage and maintain the foundation's website, ensuring it communicates our mission and engages the community.
- Oversee financial operations, including invoicing and bank statements, maintaining transparency and accountability.
- Organize and ship Care Packages, providing comfort and support to grieving families through personalized, meaningful items.