

brad farabaugh • graphic designer

ABOUT ME

Senior Graphic Designer with over 20 years of experience across print and digital design. Specializes in brand systems, marketing collateral, and multi-channel campaigns. Known for strong typography, clean layouts, and translating complex or sensitive content into clear, approachable visuals.

DESIGN SKILLS

- Page Layout and Composition
- Typography and Information Hierarchy
- Brand Systems and Visual Identity
- Photo Editing and Image Retouching
- Social and Digital Graphics
- Color Theory and Visual Consistency

PROFESSIONAL SKILLS

- Team-based Collaboration
- Project and Time Management
- Independent Problem Solving
- Template Creation and Systemization
- Client and Customer Service

EDUCATION

Art Institute of Pittsburgh
Bachelor's Degree
Graphic Design

CONTACT

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PORTFOLIO

BradFarabaugh.com

WORK EXPERIENCE

HOWARD HANNA REAL ESTATE CORPORATE OFFICE March 2007 - Present • Graphic Designer

ADVERTISING AND MARKETING MATERIAL CREATION

Designed a diverse range of advertising pieces for the company, including billboards, postcards, brochures, e-cards, books, manuals, social media graphics, newspaper ads, agent marketing pieces, organizational charts, signage, and more.

Led the full design process for each piece, from initial concept development to final pre-press preparation, ensuring high-quality outputs across multiple mediums.

DESIGNING FOR "HANNA LUXURY" PROGRAM

Produced high-end marketing materials such as postcards, multi-page brochures, e-cards, e-brochures, and digital magazines for the Hanna Luxury program.

Upheld premium standards for all design work, maintaining the luxury aesthetic and brand integrity of the high-end home program, catering to discerning clients.

FRANCHISE MARKETING MANAGEMENT

Managed brand development for new Howard Hanna franchises, creating custom logos and comprehensive brand guidelines to ensure consistency across new locations.

Developed marketing materials for franchise marketing, including billboards, business cards, brochures, and other assets, helping franchises establish their presence in local markets.

PROJECT MANAGEMENT AND DEADLINE ADHERENCE

Coordinated multiple projects simultaneously, ensuring timely delivery while meeting strict publication deadlines, especially for time-sensitive publication ads.

Created marketing materials for new construction site builders and developers, delivering fast turnaround on essential product marketing materials with attention to detail and client needs.

Designed agent marketing pieces under tight deadlines, balancing speed with professionalism and creativity to meet client expectations.

CROSS-DEPARTMENTAL COLLABORATION AND CREATIVE PROBLEM-SOLVING

Collaborated directly with company executives, regional managers, and office managers to address urgent marketing needs and ensure alignment with business goals.

Provided creative solutions to marketing and advertising challenges, proactively offering strategic ideas and innovative design solutions to enhance brand visibility and client engagement.

COLSON COMFORT PROJECT - NON-PROFIT FOUNDATION August 2020 - Present • Director/Signer and Designer

We created this non-profit in memory of our son, with the mission of offering support to others who have experienced the loss of a child.

Designing materials that reflect our values, including T-shirts, social media content, and brochures.

Manage and maintain the foundation's website, ensuring it effectively communicates our mission and engages the community.

Oversee financial operations, including invoicing and bank statements, ensuring transparency and accountability.

Organize and ship Care Packages, providing support and comfort to those in need with every package sent.