



# SEAN FERGUSON

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203.300.4981

## WORK EXPERIENCE

### **Panther Labs**

*Creative Director*

Jan 2022 - Aug 2023

Specializations: Brand Identity, Graphic Design, Management, Marketing

- Orchestrated comprehensive brand creation, including establishing brand and messaging guidelines, devising brand strategy, determining tone and voice, as well as executing a comprehensive brand audit.
- Devised and executed campaign strategies and initiatives that bolstered brand awareness.
- Steered a PR agency to expand brand exposure through press releases, public speaking engagements, and customer advocacy.
- Conceptualized, designed, and managed the construction and logistics of trade show booths, resulting in the generation of 300+ leads and enhanced brand recognition.
- Crafted and managed both digital and physical advertisement campaigns, including billboards in key urban centers such as Las Vegas, San Francisco, and Boston.
- Supervised a team of designers, overseeing design processes, strategy, and workflow while ensuring optimal time management for superior outcomes.
- Oversaw production budgets, implementing cost management strategies that resulted in a quarterly cost reduction of \$50,000.
- Collaborated with the executive team and the VP of Marketing on campaign ideation and the execution of deliverables.
- Partnered with the product marketing team to ensure alignment of deliverables and messaging with the brand ethos in customer-facing materials.
- Fostered company culture through the design and introduction of engaging internal brand collateral.

### *Head of Product Design (Interim)*

Feb 2023 - June 2023

- Took the reins as the Interim Head of Design, leading a 5-member cross-functional product design team, driving forward the strategic vision and design of cutting-edge cybersecurity platform.
- Spearheaded the overhaul of the UI/UX of our flagship product to lead to a more streamlined user experience, indicating improved ease of use and product engagement.
- Fostered a supportive and creative work environment, driving individual growth and boosting team morale, leading to a 20% decrease in designer turnover rate.
- Presented design strategies and progress updates to key stakeholders, including C-level executives, ensuring alignment with business goals and gaining support for design initiatives.
- Led the company's transition to new design processes, organized critique sessions, and monitored the adoption process, increasing team productivity and improving design.
- Implemented a policy of transparent and regular communication about project statuses, upcoming work, and team performance, reducing confusion and improving overall team efficiency.
- Led efforts in creating an internal design system to streamline design processes, increasing productivity and ensuring brand consistency across all products.



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### Alert Logic

*Creative Director and Brand Manager*

June 2014 - Dec 2021

Specializations: Brand Identity, Graphic Design, Management, Marketing

- Achieved a \$100k cost reduction in design by employing effective project and resource management techniques, coupled with improved turnaround times.
- Conceived a broad spectrum of B2B and B2C advertising collateral, print promotions, and social media content, thereby strengthening brand identity, online visibility, and revenue-driving designs.
- Partnered with multiple departments, such as Marketing and Sales, to amplify advertising ROI and design quality.
- Directed production operations, ensuring quality, installation, and prompt delivery of finished work. Supervised and trained Graphic Designers and Junior Graphics teams.

### Pinpoint Promotions & Printing

*Graphic Designer*

Nov 2009 - June 2014

Specializations: Communications, Graphic Design, Print, Brand Identity, Illustration

- Boosted company revenue by 200% by improving workflow and time management while ensuring continued delivery of high-quality visual solutions across multiple client projects.
- Created contemporary, effective advertising collateral, print, and online promotions, while developing and maintaining brand identities.
- Coordinated the production process, from creation to delivery, liaising with multiple departments to surpass clients' expectations. Areas of Expertise: Leadership, Design, Communications

### SKILLS

Expert: Leadership, Brand Identity and Management, Adobe Creative Suite, Design, Advertising

Proficient: Print Production, Prepress, Promotions, Web Design, Management, Marketing

Familiar: Networking and Internet Technology, Macintosh and PC user interfaces

### EDUCATION

Cy-Fair College, Degree in Visual Communication (2004 – 2008) Cypress, Texas

### HONORS AND AWARDS

2016 Photoshop Guru Award, Digital Illustration

2015 Photoshop Guru Award, Finalist

2013 Advertising Club of Connecticut, 8 Awards

2012 Lead Designer, Clothing Line, London England

2011 Lead Designer, Fastest-Growing Distributor Award, ASI

2010 Featured in Advanced Photoshop

2010 Best in Show, Advanced Photoshop

Feel free to explore my professional and personal work showcased in my portfolio at [www.wraithcreative.com](http://www.wraithcreative.com).

I appreciate your time in considering my qualifications!