

DUFFY WEISS

GRAPHIC DESIGNER

Collaborative, constantly innovating graphic designer with over 25 years of professional design experience over a broad selection of mediums encompassing everything from postcards to booths to websites and apps.



CONTACT

+1.702.845.9699

NevadaKreative.com

Las Vegas, NV

ASSETS & MEDIA

Brand logo & style

Websites

Mobile apps

Digital advertising

Signage

Trade-Show Fabrication

All physical media

PRIMARY TOOLS

Creative Cloud

Photoshop

Illustrator

Figma

Wordpress

GS Omega

CorelDRAW

2020 - 24

LOCK LABS INC. / AMERICAN KEY SUPPLY / XTOOLUSA

GRAPHIC DESIGN LEAD AND CREATIVE SERVICES DEPARTMENT MANAGER

Led a team of 4 graphic designers. Provided direction and ideation for all creative projects across the enterprise. Responsible for corporate and product brand and image.

- Designed booth and collateral for SEMA & AAPEX 2021 - 2023, and all other trade shows
- Drastically reduced time to production for creative assets across the team
- Rebuilt team to improve quality of output and time to market

2015 - 20

IWERX / AAMP AGENCY

SENIOR COMMERCIAL ARTIST - MULTI-MEDIUM

Led design and development of client websites. Planned and implemented digital and print advertising. Helped transition company from ND to NV, clientele and culture. Key player in client needs discovery and scoping.

- Primary artist and developer on nearly 100 websites.
- Created wireframing, UX and final assets for sites built on Wordpress, Shopify, BigCommerce, and Squarespace.
- Led marketing material development for Travel Nevada, including a Travel Passport that can be found across Nevada.

2019 - 20

GURUZOOM

SENIOR UI/UX AND GRAPHIC DESIGNER

Managed all brand and UI/UX development during bootstrap phase of startup. Implemented assets across Wordpress, XD, Confluence and all other company tooling.

- Created all brand and identity standards as well as developed the style guide.
- Managed creation and standup of company website.
- Built and designed UI/UX to combine company brand and still recognize the individual branding of Gurus.

2011 - 14

SIGN PRO

LEAD PRODUCTION ARTIST

Created signage and displays for a broad selection of clients and purposes. Managed requirement discovery and customer expectations through the development process prior to production. Tooling:

- Managed systems and storage upgrades to increase productivity.
- Worked across many types of signage mediums for both outdoor and indoor applications for both static and mobile installation.

2006 - 10

SUPERIOR SILKSCREEN

GRAPHIC DESIGNER

Created silk screen specific designs for multiple applications. Restructured client artwork to meet screen print and die cut requirements. Worked with clients to manage relationships and expectations.

- Created over 1000 T-Shirt designs to be sold through online and physical locations
- Developed logo and identity for non-profit Carrie's kids
- Key designer for signage for the ND department of transportation