



NEIL UHL IS A DESIGNER.

He enjoys conceptualizing things and creating things: he works with his head, and with his hands. He would love to work with you.

neiluhl@gmail.com

415 412 3682

4140 Montgomery Street
Oakland, CA 94611

neiluhl.com

Experience

06.21 — PRESENT

Brand Design Lead
Partnership on AI

Brand standards and development for company communications. UI/UX design for special web-based products. White papers, research reports, and technical publication design, including data viz and iconography. Concept and design editorial illustrations. Video and animation concept and production. Email templates and presentations.

02.19 — 02.21

Senior Art Director
DocuSign

Identity and brand development. Brand standards, systems, and visual language for marketing, product and UX. Infographics, iconography, and illustration. Video and animation concept and direction. Event and conference design, virtual events, live streams, digital campaigns, physical placemaking and wayfinding.

12.17 — 02.19

Freelance Art Director
Various clients

Integrated marketing campaigns, web, social, print, and outdoor communications. Logo design and identity systems. Wayfinding and supergraphics for public events. Product packaging. Partial client list includes the Chicago Cubs, Bluewolf: An IBM Company, and the Masons of California.

11.16 — 12.17

Senior Designer
Peet's Coffee

In-store marketing and visual branding. Communication systems for signage, sales displays, environmental graphics, web ads and social media. Concept and direct photo shoots. Special packaging and gift items. Develop the brand through an ongoing cycle of seasonal campaigns.

09.10 — 10.16

Art Director
San Francisco Symphony

Visual communications, integrated collateral and marketing campaigns. Branding for special events. Oversee production for print, digital, television, environmental, and outdoor media. Concept and direct photo shoots. Storyboard video and animation. Maintain brand standards throughout the Symphony's marketing.

02.02 — 02.07

Graphic Designer
University of California
Education Abroad Program

Visual communications and annual rebranding for extensive set of brochures, guidebooks, posters, and flyers, including an annual 60-page magazine. Collaborate with team of production artists, writers, editors, and printers. Design and maintain a 3,000 page website. Environmental graphics and promotional items.

Education

Master of Fine Arts

Graphic Design
Academy of Art University
San Francisco
2.5 years completed

Bachelor of Arts

Philosophy / Fine Art
Westmont College
Santa Barbara
Magna cum Laude

Skills

Design

Illustrator
Photoshop
InDesign
AfterEffects
Premiere Pro

Code

HTML
CSS

&

Photography
Illustration
Copywriting
Animation
Video editing