

# Duncan Hales

Graphic Designer | [www.duncanbhales.com](http://www.duncanbhales.com)

Creative, self-motivated and detail-oriented multidisciplinary designer using multi-faceted design tools with a background content production and marketing. Adaptable designer with focus on inclusivity and accessibility. Extensive experience with project management on national and cross functional level.

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## Experience

### Dell Technologies

Digital Storyteller, Project APEX | 2020 – Present

- Led customer content production for project APEX, an innovative as-a-service offering unveiled in late 2019.
- Leveraged creative toolkit to ideate and execute production of internal and external marketing assets.
- Translated multi-discipline content into concrete design for sales collateral.
- Managed brand review process in collaboration with producers and designers to ensure content met style guidelines to maintain Dell standard of excellence.

### Dell Technologies

Content Lead, Customer Engagement Platform | 2019 – 2020

- Managing day-to-day content production for the CEP, including governance of intranet spaces, production of digital assets, and maintenance of a team-wide tools repository.
- Utilized creative toolkit to up-level the visual identity of stakeholder-facing interfaces driving more engagement and interactivity.
- Coordinated with global team to ensure accurate messaging is disseminated through a monthly newsletter, presentations and ad hoc productions.

### Lenovo

Content Production Intern | 2018

- Supported WW Social Marketing Team in real-time content production, editing and copywriting.
- Assisted in the execution of in-person and digital social activations.

## Interests

Supporting the National Parks Service  
Occasionally completing NYT Crossword puzzles  
Live music

References available upon request | [duncanbhales@gmail.com](mailto:duncanbhales@gmail.com) | (919) 802-7241

## Education

### University of North Carolina at Chapel Hill

BA - Editing and Graphic Design  
Statistics and Analytics  
2015 - 2019

### University of Sussex

School of Media, Film and Music  
Fall 2018

## Skills

Design thinking  
Excellent written and verbal communication  
Strong project management  
Thrives on collaboration  
Known for attention to detail  
Constant desire to learn  
Highly adaptive in pressure-driven environment

## Software and applications

### Graphic Design

Adobe Illustrator	Blender
Adobe Photoshop	Procreate
Adobe Premiere Pro	Canva
Adobe Indesign	

### Interface Design

Adobe XD	HTML / CSS
Figma	User Research
Sketch	Wordpress
Wix	

## Certifications

Google UX Design | Google  
Front End Web UI Frameworks | Hong Kong Univ.  
Social Media and Communities Univ. | Dell