

Dwight T. Knowlton **Knows Strategic Design & Branding.**

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Highlights

- 2009 Selected for the first of the Logolounge Master Library series: Initials and Crests.
- 2008 Logo Lounge winner and inclusion in Logo Lounge 5 "2,000 International Identities by Leading Designers" for 2 logos (a French cosmetics company and an Australian builder and developer). The 2 Winning logos were selected from more than 33,000 submissions.
- 2004 73ideas begins 3 year re-brand project for BetterWorld Books (www.betterworldbooks.com). Process begins with a 12 employee company, and ends with an internationally recognized and award winning company with over 200 employees, exceeding \$12 million in annual sales.
- 2003 As Partner and Design Director in Avizia, landed \$500 million Safeway account for the strategic redesign and branding of the new Lifestyle Stores. Design Directed floor to ceiling environmental redesign, including breaking organics from produce into a mini-department, resulting in 60% departmental increase in same store sales. Personally created the "Safeway Dozen" marketing strategy which was rolled out internationally for 5 years.
- 2001 Winner of Gibson Guitars international "GuitArt" contest. One of ten designs selected from more than 1,200 international entries to be hand built, by me, for Gibson. (Guitar then toured House of Blues and Hard Rock Café's).

Employment | Responsibilities

1999 - 01 ————— 2001 - 04 ————— 2004 - Present

Owner/Principal: 73ideas, LLC. Award winning strategic design and multi-disciplinary branding for national and international companies. Development of logos and corporate identity packages as well as corporate brand guidelines. Print advertising. Environmental design for Spartan Stores. Fixture design for Kraft Foods/Supervalu. Product design of audiophile (reference level) loudspeakers and marketing. Branding and product design for numerous guitar companies. User Interface Design for both websites and software programs. Strategic targeted web marketing and landing pages for services and products. Etc.

Partner: Avizia (promotion within PPC Retail Design - Avizia was created as a specialized strategic division). Concept and development of retail solutions ranging from market strategies to visual merchandising, environmental, and packaging design. Conceptual design, copy writing. Direction of marketing, Point of Sale, fixture design, environmental graphics, signage and lifestyle photography direction.

Design Director: PPC Retail Design. Responsible for design of entire environment, conceptual renderings, design of fixtures, furniture, graphics, signage, packaging, etc. Presentation to, and management of, the client. Management of the design, manufacturing and installation process. Also served as internal support when time allowed, creating a new corporate web presence, and designing and maintaining special event intranet sites.

Computer Artist: Dart Container Corporation. Duties including development and design of art for printed cups and packaging, special print project designs, color separation, generating of print files and negatives. Some national account work requiring extra efficiency and attention to detail (Arby's, PGA, McDonald's, KFC, etc.).

Computer

Both Platforms - Mac and PC: Illustrator, Photoshop, CorelDraw Suite, Sketchup Dreamweaver, Flash, Quark, MS Office, Gerber (sign industry), Pagemaker, etc.

Education

1995 - 1997 Indiana Wesleyan University
(BFA studies: Fine Art / Emphasis in Design)
1992 - 1994 Huntington College
(Fine Art & Design)