



RESUME
Troy Merrifield

6181 W. Villa Theresa Dr.
Glendale, AZ 85308
602.568.1729

troyterr@cox.net
www.facebook.com/troy.merrifield.1

EXPERIENCE
PROFESSIONAL

Wolf Designs - Designer, Gilbert, AZ 06/2022 - Present
• Custom design full vehicle printed vinyl wraps for commercial vehicles, motorsport vehicles and other vehicles.
• Various website design and upkeep.

Golf Carting Magazine - Creative Director/Partner, Glendale, AZ/Charleston, SC 09/2019 - Present
• Developed Golf Carting Magazine to disrupt a decades-long industry and create a publication to cater to the underserved multi-billion-dollar golf cart and accessories market.
• Started GCM as a monthly print and digital publication that quickly grabbed the attention of major companies and enthusiasts around the country and continues to grow as the first and only consumer golf carting publication on the market available in print.
• Achieved increased visibility and distribution through Barnes & Noble bookstore outlets, grocery stores, and convenience stores at the newsstand level nationwide just months after its initial launch.
• Designed distinctive covers, creative article layouts, and informative content to define the magazine's brand and create interest for new consumers and recognition for our current following.

UTV Off-Road Magazine - Publisher & Editor-in-Chief, Glendale, AZ 05/2006 - 09/2019
• Founded the first UTV/Side-by-Side niche publication and managed all facets of the bi-monthly lifestyle magazine such as driving ad sales, distribution management, business development, and maintaining client relations for over a decade.
• Secured contributing writers, initiated account collections, managed and met all production deadlines, and designed the layout for each issue using Adobe InDesign, Photoshop, Illustrator and Microsoft Word.
• Worked with many leading powersport brands including Polaris, Can-Am, Arctic Cat, Yamaha and Kawasaki to help them increase product awareness and yearly sales revenue.
• Created a large loyal following of off-road enthusiasts in this new industry through photography, design, and written content for print and online, as well as social media content as a brand influencer.

The Niven Marketing Group - Creative Director, Scottsdale, AZ 10/1992 - 08/2006
• Established the company as the leader in the big box retailer sector through its leading-edge point-of-purchase designs.
• Responsible for 75% of the company's overall yearly revenue for 5 consecutive years through POP designs for The Valspar Corporation and Sherwin-Williams through Lowe's, Home Depot and Walmart retailers.
• Brought ideas to life through market research, conceptual sketches, engineering drawings, tight 3-D computer renderings, scale models, full-size prototypes and final production pieces.
• Teamed up with account executives in major project presentations to help sell design concept and create a vision for how our product displays would increase sales.
• Trained employees in all aspects of computers, design programs and troubleshooting, in addition to training new hires and bringing them up through the ranks of the company.

SKILLS

Design proficiency, including but not limited to:

- Advertising
- Conceptualization
- In-store point-of-purchase displays and signage
- Logo design
- Magazine layout and design
- Photography
- Photo manipulation
- Typography
- 3-D digital illustration

Computer

- Proficient in Mac OS X and Windows programs, specializing in:
- Adobe Creative Cloud (Photoshop, InDesign, Illustrator)
- Microsoft Office 365
- WordPress

Familiar

- Motion graphics (After Effects) and Video editing
- CorelDRAW

EDUCATION

University of Arizona, Emphasis in Graphic Design, Tucson, AZ 05/1992
Gateway Community College, AAS in Advertising Art, Phoenix, AZ 05/1989

PORTFOLIO

www.troyterrifield.com