

GREEN DRINK DESIGN

Patrick Green

Graphic & Web Designer - brand identity, packaging, print, web

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I design brands that have to survive a press check - fifteen-plus years of identity, packaging, print and web, most of it ending up somewhere physical: a bottle, a box, a storefront, a boat hull.

EXPERIENCE

Owner & Designer - Green Drink Design 2021 - Present

- Run a one-designer studio for Gulf Coast brands - logos, packaging, print collateral and websites, concept through production.
- Build identity and label systems for food, beverage and marine clients; marks drawn to hold up one-color, at thumbnail size and at fifty feet.
- Design and code responsive marketing sites, then keep the content and campaign work running after launch.
- Own each project end to end: scope, art direction, prepress, vendor coordination and press checks.

Graphic & Web Designer - xByte Technologies 2019 - 2021

- Shaped brand direction and messaging with marketing, then produced the print and web collateral that carried it.
- Designed, coded and shipped daily email campaigns to a national server-sales audience.
- Owned creative for all banner advertising and social material.

Graphic & Web Designer - Genius Central 2009 - 2018

- Produced original web and print collateral every week for 15+ natural-foods brands on the Genius Central promotional network.
- Worked inside each brand's own guidelines, at volume and on deadline - email campaigns, banner ads, social promotions.

Design & Marketing Assistant - xG Technology 2007 - 2009

- Created the promotional web and print marketing for an emerging cellular-technology company.
- Supported the launch of the xMax phone and cellular network - highway billboards, product packaging, end-user interfaces and manuals.

WHAT I DO

Brand identity & logo design

Packaging & label systems

Print, signage & large format

Web design & front-end build

Email & campaign creative

Art direction & prepress

TOOLS

Illustrator

Photoshop

InDesign

Claude Code

HTML / CSS

WordPress

Prepress

PORTFOLIO

greendrinkdesign.com

EDUCATION

Associate's Degree,

Business Marketing

State College of Florida

References available on request.