

# CALEB BRUCE PORTER

BRAND MANAGER, UX AND GRAPHIC DESIGNER

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## EDUCATION

### SPRING ARBOR UNIVERSITY

GRADUATED IN 2006

BACHELOR'S DEGREE  
IN FINE ARTS: GRAPHIC  
DESIGN CONCENTRATION

## DESIGN SKILLS

UX Design  
Prototyping  
Design Team Management  
Branding & Identity  
Visual Design  
Print Design  
Web Design  
Animation  
Social Media  
Marketing  
Photo Editing  
Icon Creation  
Teamwork/Collaboration  
Brainstorming

## DESIGN TOOLS

Photoshop  
InDesign  
Illustrator  
Figma  
After Effects  
PowerPoint  
Word  
Excel  
Canva

## WORK EXPERIENCE

### APTIV

GLOBAL GRAPHIC DESIGN LEAD, BRAND MANAGER & GRAPHIC DESIGNER  
MAY 2015 - PRESENT

During my 10 years at Aptiv (formerly Delphi), I have held pivotal roles as Global Brand Manager, Global Graphic Design Lead, and Graphic Designer. My professional journey has encompassed a diverse array of projects, ranging from traditional print to cutting-edge web and digital initiatives, including UX design and social media graphics.

One of the most rewarding aspects of my career at Aptiv has been leading transformative projects, most notably taking ownership of our corporate Annual and Sustainability Reports. Previously handled by external agencies, these high-profile reports were successfully brought in-house under my direction, demonstrating a seamless integration of digital and print book design. This initiative reflects both my dedication to elevating design standards and my strategic ability to internalize critical projects.

### DANIEL BRIAN ADVERTISING

SR. GRAPHIC DESIGNER AND DESIGN STUDIO MANAGER  
MAY 2014 - MAY 2015, JUNE 2006 - APRIL 2009

In my four-year tenure at Daniel Brian Advertising (DBA), I served as both Senior Graphic Designer and Design Studio Manager. Leading a team of 5-6 designers, I managed diverse projects in print, web, digital, and social media design. While overseeing the team, I actively contributed to hands-on design work, collaborating on projects for renowned clients such as Henry Ford Health System, Valley Children's Hospital, Hungry Howie's Pizza, and Chick-fil-A. This experience honed my leadership skills and demonstrated my ability to deliver creative solutions across various industries.

### MCCANN DETROIT

DIGITAL DESIGNER  
APRIL 2012 - MAY 2014

During my two years at McCann Detroit as a Digital Designer, I contributed to projects for clients including Colonial Williamsburg, Pure Michigan Tourism, General Motors, Chevrolet, and Aldi. My role encompassed a range of design disciplines, including UX/UI design, online banner ads, social media graphics, and print media.

### ES3 DETROIT

ART DIRECTOR  
JULY 2010 - APRIL 2012

During my time at ES3, I contributed to a wide range of print and digital event projects for clients such as Acura, Honda, Chrysler, Dodge, Ram, Jeep, and Fisker Automotive. Working in a collaborative team environment, I played a key role in planning, designing, and executing digital training courses and marketing programs across various media platforms.

### KENSINGTON COMMUNITY CHURCH

STUDENT MINISTRIES GRAPHIC DESIGNER  
AUGUST 2009 - JULY 2010

While at Kensington Community Church, I served as the Student Ministries Graphic Designer creating print and digital media for events, services, and social media while collaborating with ministry leaders to produce visually engaging content aligned with the church's mission.

