

# JLA / CREATIVE

JAIME ANDERSON GRAPHIC DESIGN WWW.JLACREATIVE.NET

## WORK EXPERIENCE

JLA CREATIVE / ART DIRECTOR / 2003 – PRESENT

- Ownership and operation of a design firm that provides identity, print and web design for a variety of clients.

CARLING COMMUNICATIONS / DESIGNER / SAN DIEGO, CA / APR. 2011 – DEC. 2011

- Created identity, packaging, advertisements, collateral material, campaign concepts, tradeshow graphics, website and application design for Carling Communications, Inc., a full-service firm that specializes in marketing, advertising, and physician communications within the pharmaceutical and specialty biotechnology industries.

TWO STRAY DOGS / JR. ART DIRECTOR / HERMOSA BEACH, CA / APR. 2010 – JAN. 2011

- Develops logos, brochures, direct mail and website designs for this independent design and marketing firm.

HEWLETT-PACKARD / DESIGNER / AMERICAN FORK, UT / AUG. 2010 – DEC. 2010

- Developed brochure and flyer graphic design template packages for Marketsplash, a Hewlett-Packard development company.

PARAGON DESIGN / CONTRACT DESIGNER / NEWARK, DE / AUG. 2009 – OCT. 2009

- Designed concepts, execution and presentation of posters, signage, direct mail and web advertisements for Verizon and University of District of Columbia.

KEVIN FLEMING PHOTOGRAPHY / ART DIRECTOR / REHOBOTH, DE / 2003 – 2008

- Designed brochures, advertisements, direct mail, brand identity, catalogs and four books for this photography and independent publishing studio. Created high-end results in a variety of print mediums for clients in the retail, professional services and fashion industries.
- Managed projects, translated marketing objectives into creative strategies. Worked with clients through each step of the creative process and directed work of other creatives in photography, photo editing and layout.
- Worked directly with printers in production stage, including color proofing, gathering fonts and exporting image-ready files. Other duties included digital photo retouching and office management.

DELAWARE BEACH LIFE MAGAZINE / DESIGNER / REHOBOTH, DE / 2003 – 2007

- Pagination for the award-winning regional lifestyle magazine of coastal Delaware.

## EDUCATION

BFA Communication Design Kutztown University of Pennsylvania Dec. 2002

British Advertising Study Abroad Buckinghamshire College, U.K. July – Aug. 2001

## 9 years design management experience

Created identity, packaging, advertisements, collateral material, campaign concepts, tradeshow graphics, website, catalog and editorial design for clients in pharmaceutical, retail, professional service and fashion industries. Extensive project management, art direction, graphic design, digital photography, photo editing and copy writing experience.

## AWARDS / EXHIBITIONS / RECOGNITION

2009 IPPY AWARD FOR VIETNAM MAILBAG

- Gold Medal from the Independent Publisher Book Awards for *Best Non-Fiction in the Mid-Atlantic Region*.

VIETNAM MAILBAG MUSEUM EXHIBIT

- Designed a traveling exhibit for Vietnam Mailbag that has toured Delaware museums since 2008, including The State Archives and the Delaware Historical Society. The exhibit is complemented by a supplemental DVD containing information, music and images.

THE HEART OF AMERICA

- The Heart of America was featured in *Reader's Digest 2005 Best of America* issue, *Southern Living* and on NBC's morning show *10! with Bill Henley*.

## SKILLS

- Digital photography
- Photo editing
- Photo manipulation
- Color correction
- Copy writing
- Copy editing

## SOFTWARE

- Adobe Creative Suite CS5
- Quark Xpress 8
- Fetch
- Wave Pad
- QuickBooks
- Microsoft Office
- MAC Platform

## ORGANIZATIONS

AIGA Member



+



=

