

## Profile:

Extensive experience in print design with basic understanding of web. Developed corporate identities, advertisements, websites, brochures and catalogs for clients in retail, professional services and fashion industries. Editorial design experience including 4 years of magazine design and interior and exterior design of 4 hardcover books.

## Relevant skills:

- Photo manipulation and retouching
- Photography / digital photography / stock photography / photo art direction
- Copywriting and editing
- Production coordination with printing companies, including getting quotes, choosing the most appropriate/cost effective solutions, solving production issues
- Working with other designers/photographers in collaborative efforts, working directly with clients
- Improving graphics workflow / organizing digital files

## Software skills:

Adobe Photoshop CS3, Quark 6, Illustrator 10, Fetch, Powerpoint, WavePad, iDVD, Word, Excel, Dreamweaver and Fireworks 4 (limited), MAC platform

## Employment history:

ART DIRECTOR, KEVIN FLEMING PHOTOGRAPHY/PORTFOLIO BOOKS, 2003 - 12/2008

Responsible for creating high-end results in a variety of print mediums, from concept to completion. Responsibilities include managing creative projects, translating marketing objectives into creative strategies, directing the photographer in the production of advertising and marketing collateral, working with clients through every step of the creative process, design and copywriting. At project completion, works directly with the printer in production, which includes color proofing, gathering fonts and exporting image-ready files. Other duties include color correcting/retouching photographs, emailing stock photos for purchase, making photographic prints for sale and assorted office work. Have designed brochures, advertisements, direct mail, brand identity, catalogs and four books, one of which has been featured in *Readers Digest* and *Southern Living*. Designed a traveling museum exhibit to supplement the latest book, *Vietnam Mailbag*.

DESIGNER, RYAN CONSULTING, 2005 - 12/2008

Responsibilities as above, as well as stock photo purchase for projects. Developed identity, collateral and direct mail.

DESIGNER, DELAWARE BEACH LIFE, 2003 - 2007

Assisted in page layout for the regional magazine.

## FREELANCE WORK:

All County Outdoor Lighting, Logo / Andersons Carpet One, Brochure / Big Fish Grill, Brochure / Carolyn Watson Photography, Website design and logo/ Cool Spring Kennel, Logo / Dan Cummins, comedian, Logo / The Debbie Reed Team, Bi-annual newsletter / ispeaktv.com, Logo / Lee Ann Wilkinson Group, Photography and blog set-up / Patrick Smith, realtor, Website design / Rehoboth Beach Historical Society, Ads, Invite, Program / Savannah Point, Brochure / Tau House, Brochure

## Education:

Kutztown University of Pennsylvania, BFA Communication Design, Dec. 2002

Leeds University, U.K. study abroad, British Advertising, July-Aug. 2001