

JAIME ANDERSON

FREELANCE ART DIRECTOR / SR. GRAPHIC DESIGNER

WWW.JLACREATIVE.NET

JLA CREATIVE: A DECADE OF 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.

ADDITIONAL WORK EXPERIENCE

MODERN POSTCARD / DESIGNER / SAN DIEGO, CA / APR. 2012 – AUG. 2014

- Provide creative design support and project management for the layout, design and production of customer-assembled files as well as full creative direction for our in-house Creative Services department where we deliver custom-designed artwork tailored specifically to the clients needs.

HD SUPPLY / DESIGNER / SAN DIEGO, CA / DEC. 2011 – APR. 2012

- Using InDesign, responsible for creation of multi-page layouts and revisions as directed by creative leadership or merchandising needs, for HD Supply catalogs. High production volume, worked with style guides, master pages and established corporate branding specifications to ensure catalog spreads met brand guidelines. Worked on tight deadlines and self-managed status on projects assigned.

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

- Developed 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 / 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.
- Managed projects, translated marketing objectives into creative strategies. 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.

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

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

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
- Customer service

SOFTWARE

- Adobe CC
- Quark Xpress 10
- Fetch
- QuickBooks
- Microsoft Office
- MAC Platform

EDUCATION

BFA Communication Design
Kutztown University of Pennsylvania
Dec. 2002

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