

position | requested

Web and Print Sr. Designer

professional | experience

Direct Logic Solutions

JULY 2006 - JANUARY 2017

POSITION DETAILS:

- Director of Advertising Services for Direct Logic, a direct marketing technology corporation
- Work includes designs for interactive sites, Online Catalog design, E-Newsletters, Promotional emails, Print advertisements, Direct mail, Radio & TV, SEO and site optimization, as well as the creation of online sweepstakes and promotions
- Direct and manage staff of in-house as well as freelance Designers, providing guidance and quality control while consistently meeting deadlines
- Responsible for the design of Hasbro Toy's official online store HasbroToyShop.com. Additionally accountable for online promotions, email marketing and registration of all of Hasbro's Brand's sites
- Client work includes Winnercom, TVG, Hasbro, Mattel, Lionel, NASCAR, Six Flags, Nancy's Notions

Primedia — Shotgun News & Shooting Times

OCTOBER 2002 - 2006

PEORIA, IL

POSITION DETAILS:

- Sr. Graphic Designer for Shotgun News (a magazine that publishes 3 times a month) and Shooting Times (a monthly magazine)
- Work includes designs for offset printing, digital printing, internet advertisement, as well as specialty items
- Provide guidance and quality control as Lead Designer
- Design interior layouts. From monthly columns to multi-page editorials
- Maintain and manage content on both Shooting Times and Shotgun News' web sites
- Develop styles and designs for multi-media advertising
- Re-designed the entire Shooting Times magazine. With the goal of making it more accessible to a younger market and reinforce it as an authoritative journal

Progressive Impressions International

FEBRUARY 2001-OCTOBER 2002

BLOOMINGTON, IL

POSITION DETAILS:

- Graphic Designer for an ISO Certified 9001:2000 Company
Work included designs for offset printing, digital printing, variable color data imprinting, print-on demand, internet advertisement, and such specialty items as greeting cards and full color comic books

- Designed from concept to production in the fast paced market of print-on-demand and customized direct mailing. Full fledged multi-media campaigns to individual branding with elements like newsletter programs, brochures, posters, letters, reward programs, etc.
- Responsible for the design and variable layout of Caterpillar Service Points, a Company to Dealer publication
- Managed freelance Illustrators and oversaw the production of a 4 issue, 64 page, full color comic book campaign. To which I traditionally created storyboards for the direction and pacing of each issue
- Created intranet training web site for PII's sales staff
Client work included IBM, State Farm, American Express, Caterpillar, Sea Doo, American Family Insurance, Edward Jones, and Corporate Graphics, Intl.

Multi-Ad Services

JUNE 1992-AUGUST 2000

PEORIA, IL

POSITION DETAILS:

- Lead Illustrator
- Work included a high volume of product illustration for offset printing, digital printing, and screen printing
- Provided project leadership in the development of illustrations for national marketing campaigns
- Served as point-of-contact in resolving problems, maintaining quality control while working under strict deadlines
- Developed guidelines as needed to streamline operations in order to meet a diverse range of client needs
- Client work included Subaru, Mitsubishi, Honda, Nissan, Yamaha, Isuzu, Michelin, Freightliner, Kraft, Proctor & Gamble, New Balance, Hunter Fan and Hewlett Packard

software/computer | knowledge

- Adobe Creative Suite, InDesign, QuarkXpress, Flash, Dreamweaver, Acrobat, HTML, CSS, SEO and Microsoft Office
- Knowledge of both Mac and PC platforms

educational | background

Illinois Central College

Peoria, IL

Illinois Valley Central High School

Chillicothe, IL

awards

1997 Adams Award Winner from the Peoria Advertising and Selling Club for a Freightliner fire truck illustration