

## Professional Experience

### Senior Graphic Designer, Marlin Entertainment (2002 – 2003)

Conceived and executed web, print and new media projects for clients of Marlin Entertainment, a Manhattan based marketing and design firm specializing in broadcast cable and movie companies. Projects were created for clients included The History Channel, National Cable Association, ESPN and Turner Classic Movies.

- Designed and produced online web sites for agency clients
- Created online projects such as interactive games, advertising banners, and flash based marketing projects for agency clients.
- Designed printed marketing collateral for agency clients. Projects included corporate brochures, sales kits, and product packaging.
- Revamped Marlin Entertainment's Logo Identity, Website and branding image to better communicate the agency's abilities.
- Developed presentation boards and online marketing collateral to pitch ideas to new or potential clients
- Worked with clients on an account management level to ensure projects accommodating clients needs.

### Senior Graphic Designer, Quark, Inc. (1999 –2002)

Managed and art directed the creative team while overseeing all stages of the production cycle encompassing concept development, production, and final delivery.

- Supervised the Creative team that was composed of 8 people. Identified each team member's skills to better assign tasks and delegate responsibility accordingly.
- Managed corporate design projects with responsibility throughout entire life-cycle to assure timely delivery within budget requirements.
- Established and maintained Quark branding and design quality standards to be implemented in all corporate publications, products and Web sites.
- Cooperated with Senior Management to define the strategic direction of Quark Web presence. Oversaw creative development and production of Quark Web sites, both domestic and international.
- Art directed and supervised production of all printed materials, including product packaging, marketing collaterals and corporate publications.

### Web Site Designer, Quark, Inc. (1997-1999)

Responsible for all aspects of Web design covering domestic and European Web sites, e-commerce, and online training.

- Designed overall look and feel of the corporate Web presence for the domestic and international customers.
- Developed graphic design standards, corporate identity, navigational architecture and content structure to be applied to all Quark online projects.

- Cooperated closely with Marketing Directors with the presentation of creative, engaging and strategically relevant marketing campaigns to further enhance the corporate identity and product branding.
- Conceptualized and created original identities for all Quark products. Ensured adherence of identity standards to all printed and online material.

**Multimedia Designer, Quark, Inc. (1994-1997)**

Developed and created interactive projects for Web and CD-ROM using QuarkImmedia, Macromedia Flash and Director, Adobe AfterEffects, and Strada 3D.

- Designed and developed multimedia projects for major clients including Rolling Stone magazine, Colossal Pictures, mFactory, and Dave Matthews band.
- Created multimedia projects such as games, tutorials, and demos to demonstrate the interactive ability of QuarkImmedia, Quark multimedia authoring software.
- Produced PowerPoint and multimedia slide presentations for Senior Management to be presented during trade shows including Macworld, Seybold, and Ifra.
- Researched and advised programmers on design relevant features to be integrated or enhanced in QuarkXPress and QuarkImmedia during their development stage.

**Graphic Designer, AlphaGraphics Print Shop (1993-1994)**

Designed and produced business collateral for third-party clients to be printed in-house.

- Provided graphic design for logos, packaging, business identities, and marketing brochures.
- Collaborated with the print press operators to create camera-ready art work to be printed on offset press.
- Interfaced with clients to provide them with creative solutions, design mock-ups and final proofs of their projects.

**Graphic Designer Internship, Denver Museum of Natural History (1992-1993)**

Worked under senior graphic designers supervision to create collateral pieces for the Museum exhibits.

- Designed and produced museum signage, marketing campaigns, newspaper and magazine ads, and brochures.
- Cooperated with photographers, exhibit artists, typographers and senior designers to produce camera-ready artwork for press.

**Graphic Designer, University of Northern Colorado, Housing and Food Services (1989-1991)**

Reported to the Director of Housing and Food Services.

- Created original graphic designs for brochures, posters, campaigns, and signage for the University of Northern Colorado community.
- Worked closely with copywriters ensure effectiveness of marketing campaigns on and off campus.

## **Computer Skills**

Software:

QuarkXPress,

Adobe Illustrator,

Adobe Photoshop,

Macromedia Flash,

Macromedia DreamWeaver

Microsoft PowerPoint

Microsoft Office

Platforms:

Macintosh

PC

Web technologies:

HTML coding

Flash action script

Working knowledge of PHP, and JavaScript

Database connectivity

## **Education**

1991 – Bachelors degree in graphic design University of Northern Colorado

Quark Technical Support Specialist Certificate