

Resume Art Director | Graphic Designer

PRINT DESIGN, WEBSITE GRAPHICS, EXHIBIT GRAPHICS, CORPORATE IDENTITY, PHOTO GRAPHICS, ILLUSTRATION

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Professional Profile

I direct, design, assist and create print, exhibit, catalog, manuals, keynote and web branding and identity programs to increase company/client brand/message awareness and profitability. I work directly with owners, marketing representatives and creative entities of these organizations as they formulate their marketing planning. Giving effective client accessibility to information about products, services and events. I use a visual language that convey messages that amaze, inform and get results.

My work spans from the conceptual, to the final delivery. I can create a totally new visual or use images provided by the client and improve them. You may retain the files or I'll store them for you. I develop creative concepts, find or create typographic, photographic and illustration images. I maintain client/vendor relationships. I work with sales departments. I have experience in all phases of design and production. Examples of magazines, posters, letterheads, buttons, flyers, brochures, book covers, advertisements, charts, forms, web sites, signage, and exhibit trade show graphics, are available on my website portfolio.

Experience

Apple Computer | Orlando/Altamonte Springs, FL

Specialist | July 2006 - Present

I provide solutions of how customers could use Apple products to increase productivity, profitability and enhance their lives.

Kent Health Systems | Deltona, FL

Art Director, Graphic Designer | Sept. 2006 - Current

Projects include: Sales Catalog, Training Manuals, Web Graphics, Product and Forms Design/Update, Marketing and Advertising Materials, Product Sales Flyers, Identity

Get Feldman! | Sanford, FL

Art Director, Graphic Designer | Sept. 2000 - Current

Projects include: Training Manuals, Marketing and Advertising Materials, Web Site Layout and Graphic Elements, Magazine, Book Cover, Product Sales Flyers and Various printed materials, tradeshow graphics, identity and collateral programs. Current clients: Kent Health Systems, Deltona FL, Golf Marketing Inc., Try Foods International, Inc., ADC Legal, The Unites States Infrastructure Improvement Foundation, Inc., PokerBook Gaming Corporation, PAC Land Development, Albert & Company International, Inc., Digital Dynamics Inc., via Randstad North America, Aquent and Robert Half Technology (RHT) Consulting, Inc. I have worked graphic publication and web assignments at Harcourt - New Media Department, Image Technical Services and Octavo Design and Production.

Configurations | Altamonte Springs, FL

Senior Graphic Designer | July 1995 - Sept. 2000 | August 2004 - January 2005

As part of the design team, I was responsible for the custom design of graphics that are applied to trade show exhibit hardware from pop-ups and table tops to custom modular exhibits. I worked with the sales team and other creative professionals to develop collateral marketing print and web materials.

Visualink Corporation | Winter Springs, FL | Art Director, May 1991 - Dec. 1995

Creative Publishing/Creative Computer, Orlando, FL | Graphic Designer, Feb. 1989 - May 1991

Professional Computer Center, Langhorne, PA | Application Training, Feb. 1987 - Oct. 1988

Comprehensive Communication, Philadelphia, PA | Graphic Designer, May 1982 - Feb. 1987

Wren Associates, Princeton, NJ | Art Director, July 1979 - May 1982

Experience Prior to 1979 | I worked with various Philadelphia and NYC agencies.

Education

University of the Arts, Philadelphia

Bachelor of Fine Arts in Graphic Design, May 1976

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Professional Organizations

ADOBE InDesign User Group - Orlando Chapter

Chapter Representative | 2005 - present

One successful accomplishment is the formation of the Orlando Chapter of the ADOBE InDesign User Group. We have three years of successful meetings, with over 1,000 registered members, an average of 80 to 130 graphic professional attendees each month. I plan the events and acquire Adobe certified and professional speakers each month. We meet on the fourth Tuesday each month at the Orlando Sentinel. Adobe supports this venture in a big way. Our meetings address Adobe Creative Suite InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Flash and just about any related professional graphic application. We feature presentations by Certified Industry Experts, Local and International Adobe Certified Designers, and Adobe Representatives. We explore their experiences, projects, how they did it, what programs they used and how these programs work. We share and learn at the same time, in a great setting, with people who have similar interests. Orlando artists and designers, interested professionals or amateurs, are invited to this exciting user group. Read notes and see photos from our meetings at <http://www.indesignusergroup.com/chapters/orlando/>

Applications

Adobe Photoshop, Illustrator, InDesign, Acrobat, GoLive, After Effects, Strata 3D, Pages, Keynote, Numbers, Quark Xpress, iWorks: Pages, Numbers, KeyNote, iLife: iPhoto, iWeb, iMovie, iDVD Microsoft Office: Word, Excel, PowerPoint.

Memberships

Florida Macintosh User Group (FLMUG)

National Association of Photoshop Professional (NAPP)

Objective

Think of me if you're looking for an Art Director or Graphic Designer with years of experience and exceptional energy; One who gives attention to the project in total as well the detail. I enjoy working closely with corporate clients. I understand visual information management with fine arts appreciation. I have professional thinking, that's cohesive, strategic and tactical to attain the best results.