

“ I believe in graphic design as *creative* problem solving. I believe that strong *technical* and fundamental foundations lead to better creative solutions. I believe in a *forward-thinking* attitude toward technology and design workflows. I believe in *efficiency* and *accountability*. **I believe in deadlines.** ”

EXPERIENCE

Shelor Motor Mile & Affiliates *Lead Designer, 2004–2010*

Directed a team of 2 designers, 3 production specialists, and administrative personnel for in-house design & production of publications, advertisements, signs, banners & vehicle graphics.

Created & maintained national and local brands for this multi-million dollar corporation.

Created advertisements for national and local publications.

Created presentation material to assist sales staff with 7-figure sales targets.

Developed web sites and managed web content for 8 affiliated businesses.

Media Experts *Interactive Designer, 2003–2004*

Created interactive distance education classes for Virginia Tech.

Directed development of Flash-based interactive web sites.

Built custom ActionScript to provide interactivity for web & multimedia projects.

eSolutions *Consultant, 2003–2004*

Provided on-site training in design software for corporate clients.

Developed examples, tutorials, and handouts to teach novice designers complex skills.

Worked with clients to balance their goals with superior design.

Pacificom Multimedia *Interactive Designer, 2002–2003*

Created interactive CD-ROM applications featured in Conde Nast publications.

Built custom ActionScript to provide interactivity for web & multimedia projects

fieldparty.com *Web Designer, 2001–2002*

Created static and animated web banner ads

Created web user interface elements

EDUCATION

Bachelor of Arts, Graphic Design
Virginia Polytechnic Institute & State University

TECHNICAL SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Flash
Apple Final Cut Studio
HTML
CSS
jQuery
CMS Web Site Management Systems

PRACTICAL SKILLS

Extensive Knowledge of Commercial Printing, Prepress & Color Separation

Operation of Large Format Inkjet Printers, Billboard Printers, Plotters & Vinyl Cutters

Macintosh Networking, Server Administration & IT Support

Social Media

Search Engine Optimization

SLR Camera Operation, Photography & Videography

Photographic Lighting

Multi-Instrumentalist Musician & Composer: Guitar, Drums & Percussion, Bass, Mandolin

REFERENCES

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