

## Profile

### 15+ years of experience in **Graphic Design, Production, Project/Print Management and Art Direction.**

- Creative and results-driven graphic designer and art manager
- Expertise in art direction, graphic design, illustration, pre-press and project/print management
- Organized, dependable, motivated
- Ability to handle projects from concept to completion while managing production/print schedules
- Effective in meeting deadlines and budgets while remaining flexible with changing needs and demands
- Excellent rapport with clients, vendors, managers, supervisors and co-workers

### Professional Experience

#### **Graphics Manager, Dixie food service, San Francisco CA, 2000-2009**

- Manage all graphics and production for major clientele accounts including, but not limited to McDonalds, Dunkin Donuts, Wendy's, Target, Krispy Kreme.
- Lead design and coordination of production process with customer, film house and printer.
- Manage and oversee all outside plate making vendors, art budgets and freelance talent.
- Conceptualize, design and modify all artwork in accordance to customer specifications.
- Manage pre-press operations including scanning, file manipulation, design, illustration, copy editing and position layouts for customer artwork and packaging.
- Prepare final artwork for Flexographic or Lithographic printing process.
- Facilitate approval process on all press checks.
- Monitor and track all projects ensuring that artwork is moved through production process in a timely manner and within budget.
- Coordinate, schedule and direct all logistics for company product photo shoots.
- Create and manage organized system for electronically archiving customer artwork.
- Implement the installation, maintenance and upgrade of all graphic design department computer equipment and software.

#### **Freelance Designer, San Francisco CA, 1996- Present**

- Develop custom artwork for logos, ads, mailers, packaging, web graphics, CD cover art, photo manipulation and retouching, t-shirts, apparel labeling, hang tags and posters for various clientele including Fox Racing, Ozzfest, K2.
- Create custom design work for store signage, posters and window treatments.
- Developed strategic and innovative graphics and advertisements for "Snow and Skate" and "Moto-X Mfg".

#### **Graphic Design and Production, The Motson Company Inc. Flourtown PA 1995-2000**

- Created and developed artwork from client blue prints within tolerances of up to .001 inches.
- Designed and performed the layout of creative multi-color logos, panels, overlays, magazine ads, brochures and mailers.
- Designed and produced strategic camera and image set artwork.
- Processed color separations and trapping.
- Performed scanning, paste-up, ruby cutting, and blueprint design.
- Facilitated screen making, printing, reclaiming and ink matching to meet PMS standards.
- Conducted and oversaw all darkroom operations including the purchasing of all art department and darkroom supplies.
- Created and maintained new filing system for artwork archives.
- Installed, maintained, and upgraded all computer equipment and software.

### Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Corel Draw/Paint
- Artpro
- Quark Express
- Microsoft Office Suite

### Technical Skills

- Art direction
- Graphic design and production
- Project management
- Pre press and print management
- Management of outside vendors and freelance talent
- Digital illustrations
- Advanced image manipulation,
- Color correction & restoration
- In-depth knowledge of flexo, litho and screen printing industry
- Mac & Windows platforms