

Qualifications

- Over 14 years of design experience in a variety of medium including print, online, interactive and outdoor
- A conceptual thinker and creative problem-solver
- Superior organizational skills, detail-oriented, and possesses an extraordinarily strong work ethic
- Extremely versatile and highly adaptable

Experience

July, 2006 – August 2010

J. Morrison Group Fullerton, CA
Art Director

- Art direction, design and development of logos, identity materials, print collateral, print advertisements, online advertisements, e-mail campaigns, web sites, micro-sites, outdoor graphics, tradeshow exhibits, and publisher's media kits for multiple clients in a variety of industries including healthcare, biotechnology, and engineering
- Responsible for Art Department management and supervision of freelance design staff

June, 2003 – July, 2006

William Hezmalhalch Architects Santa Ana, CA
Senior Graphic Designer

- Creation of multi-disciplinary client communications including product datasheets, presentations and e-mail campaigns
- Conception and design of the firm's product portfolios
- Production of the firm's architectural and land planning award entries
- Design and production of large-format environmental graphics for the firm's three offices

January, 2002 – June 2003

Freelance Graphic Designer

- Freelance work for Reiches Baird Advertising, The Danhausen Group, Churm Publishing and others

January, 1998 – January, 2002

Autobyte Inc., Irvine, CA
Sr. Graphic Designer/ Interactive Producer

- Responsible for user interface design and graphical support of transactional, consumer web site with over 1.6 million unique visitors per month
- Art direction of online promotion resulting in over 800,000 newly registered customers
- Creative responsibility of a \$3 million online direct-sales pilot program with General Motors' "e-GM" division
- Design and production of identity, print collateral and sales materials
- Supervision of Graphic Design staff
- Design of national trade show booth graphics and 4-color collateral materials resulting in over \$275,000 in sales

Education

1994 – 1996

Platt College Newport Beach, CA

- Associate of Arts Degree, Graphic Design
- Academic Achievement Award – Advanced Computer Graphics
- Outstanding Attendance Award

August 2001 – March 2002

Mission Renaissance Irvine, CA

- In-Studio Fine Arts Training

Skills and Knowledge

- Conceptualization
- Comprehensive Rendering
- Creative Writing/Copy Editing
- Desktop Publishing and Layout
- Trade/Expo Space Planning & Design
- Digital Illustration
- Digital Photo Retouching and Correction
- Digital Asset Management
- Web Site GUI Design
- HTML/CSS
- Content Management Systems (CMS)
- Flash/Actionscript 2.0



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