

## CAREER EXPERIENCE

### ▶ **Paper Magic Group - Scranton, PA**

*Graphic Artist - April 2007 to Aug. 2010*

- Designing various seasonal retail products such as greeting cards, stickers, holiday tags, packaging, Easter egg decorating kits, etc.
- Pre-flighting the digital files of the creative staff to ensure all files were released according to vendor specifications
- Creating digital renderings of new products and product displays
- Production of digital files to art director and vendor specifications utilizing multi-layered Adobe Illustrator and Adobe Photoshop documents
- Project management
- Maintenance and upkeep of software, hardware and department supplies
- Photography and color correction

### ▶ **SDG Advertising, Marketing & Design - Dallas, PA**

*President / Creative Director / Graphic Designer - June 2002 to Aug. 2010*

- Meeting with clients in order to understand and obtain their advertising needs and objectives
- Determining the best possible marketing strategies for clients within their marketing budget
- Conceptualizing, designing and developing various types of campaigns & media such as banner ads, billboards, bus-boards, brochures, newspaper ads, trade show collateral, magazine ads, branding, and corporate identity for a wide variety of industries
- Web and e-commerce site design, development and maintenance utilizing HTML, Java, CSS, 3d-Cart, Miva Merchant and Adobe Dreamweaver
- Color correcting files for different media such as newspaper, outdoor advertising, internet, trade show displays, sheet fed printing facilities and web printing facilities in order to obtain the highest image quality
- Direct client and vendor interaction and management
- Contracting graphic designers, programmers and vendors
- Copy writing
- Pre-flighting and collecting of files for various vendors, ensuring all files are constructed accurately to vendor specifications in order to prevent additional costs
- Photography, photo editing, manipulation & retouching
- Bookkeeping and client billing
- Preparation of proposals, project estimates and project time lines

### ▶ **Bedwick & Jones Printing, Inc.- Wilkes-Barre, PA**

*Graphic Designer / Electronic Prepress Technician - Dec. 2005 to May 2007*

- Direct client interaction and management
- Designing various types of media such as annual reports, brochures, business cards, letterheads, etc. for a wide variety of industries
- Maintenance and upkeep of software, hardware and department supplies
- Troubleshooting, repairing, trapping, imposition and output of customer supplied digital files to a Rampage ripping station & Fuji CTP system
- Color correction, photo manipulation & photo retouching

## CAREER EXPERIENCE (*continued*)

### ▶ **Great Northern Press - Wilkes-Barre, PA**

*Electronic Prepress Supervisor / Graphic Designer - 1997 to Oct. 2000 / Nov. 2001 to June 2003*

- Designing various types of media such as direct mailing packages, postcards, brochures, letterheads, business cards, newspaper inserts, catalogs, etc. for a wide variety of industries
- Management of prepress department consisting of several graphic designers, plate makers, strippers, and color correction specialists
- Organizing and distributing workflow throughout department to ensure department runs efficiently and meets all required press schedules and client deadlines
- Researching and purchasing of equipment, supplies and software
- Direct client interaction and management
- Troubleshooting, maintenance and upkeep of software and hardware
- Troubleshooting, repairing and outputting customer supplied digital files to a CreoScitex PSM7 ripping station utilizing Dolev 200 & Dolev 4press image setters and Iris proofing systems
- Scanning transparencies and reflectives utilizing a Hell Chromograph CP341 drum scanner and a Agfa Duoscan flatbed scanner
- Color correction, photo manipulation & photo retouching

### ▶ **ID Group Marketing, Advertising, Design - Scranton, PA**

*Graphic Designer / Technical Director - Oct. 2000 to Nov. 2001 / Freelance Designer Dec. 2004 to 2009*

- Conceptualizing, designing and developing various types of campaigns & media such as web sites, banner ads, billboards, bus-boards, brochures, newspaper ads, trade show collateral, magazine ads, branding, and corporate identity for a wide variety of industries
- Direct client and vendor interaction and management
- Supervision and training of graphic designers
- Organizing and distributing workflow throughout department to ensure department runs efficiently and meets all required client and vendor deadlines
- Researching and purchasing of equipment, supplies and software
- Troubleshooting, maintenance and upkeep of software and hardware
- Scanning transparencies and reflectives on a Agfa Duoscan T-2500 flatbed scanner
- Color correcting files for different media such as newspaper, outdoor advertising, internet, trade show displays, sheet fed printing facilities and web printing facilities in order to obtain the highest image quality
- Photo editing, manipulation & retouching
- Pre-flighting and collecting of files for various vendors, ensuring all files are constructed accurately to vendor specifications in order to prevent additional costs

## SOFTWARE KNOWLEDGE

- Mac OS & Windows operating systems • Adobe Photoshop (CS4) • Adobe Imageready • Preps
- Adobe Pagemaker • Adobe Acrobat Professional • Adobe Illustrator (CS4) • Adobe Indesign (CS3)
- Flightcheck • Adobe Dreamweaver (CS3) • QuarkXPress • Microsoft Office • CreoScitex PSM7
- CreoScitex Presstouch • Rampage Rip System

## EDUCATION

### ▶ **Luzerne County Community College, Nanticoke, PA**

*AAS Graphic Design 1992*