

Fresh Picked Design: info@freshpickedesign.com

print · web · interactive · pre-press · interiors · illustration · communications

Profile:

A career-driven, award-winning designer with the ability to design for both print and web. A creative thinker who's able to quickly assess a situation, prioritize and produce quality work across a wide variety of channels and under tight deadlines. My art direction and design work encompasses everything from interiors, signage, direct mail, catalog work, package design, corporate identity suites, illustrations, web sites, interactive, email blasts and more.

Knowledge/Experience:

Cross-Platform Computer Knowledge

Software and Languages

- | | |
|---------------|-----------------|
| + InDesign | + HTML/XHTML |
| + Photoshop | + CSS |
| + Illustrator | + Dreamweaver |
| - QuarkXPress | - Flash |
| - ImageReady | - Premier |
| + Acrobat | - After Effects |
| + Distiller | - GoLive |
| + Word | - Excel |
| - Power Point | - RIP Software |

- + advanced
- proficient

Illustration/Traditional Media

Two Dimensional

- Drawing
- Painting
- Printmaking
- Photography

Three Dimensional

- Ceramics
- Sculpture
- Glass Blowing

Education:

University of Nebraska at Kearney:
BFA Visual Communications and Design

Organizations:

AIGA - American Institute of Graphic Arts
NAPP - National Association of
Photoshop Professionals
Aquent Talent Network

References:

<http://www.freshpickedesign.com/credentials.html>
<http://www.linkedin.com/pub/9/118/377>
References also available upon request.

Samples:

<http://www.freshpickedesign.com/creative.html>
<http://www.facebook.com/FreshPickedDesign>
Samples also available upon request.

Related Professional Experience:

Fresh Picked Design:

[Recent Clients: Problem Solvers, Woodberry Forest School]
[Past Clients: Discover Card, Circuit City, PartnerMD, Crutchfield]

Principal Artist: 5/96 - Present

- Art Direction: photo shoot direction
- Interiors: renovation and design of commercial structures
- Identity: creation and application of corporate and personal identities
- Graphic: print work, signage, promotional materials and package design
- Illustration: creation and application
- Web: design, production and consultation

Plow & Hearth:

Graphic Artist - Internet/Retail: 7/04 - 7/06

- Web Site: designing & optimizing web site pages, tabs, images, banner ads, splash pages & emails
- Graphic: brochures, ads, catalogs, signage, collateral materials & package design
- Illustration: creation and application
- Art Direction: photo shoot direction for web images and collateral materials

Central Virginia Weekly Group:

Composition Supervisor: 10/03 - 7/04

- Art Direction: supervision of 7 designers and typesetters
- Graphic: print design, illustration, pagination, pre-press
- Illustration: creation and application
- Communication: internal "customers", local and national clients

Sporting Edge:

Sr. Graphic Designer: 5/01 - 10/01

- Systems Administrator: all networking, procuring hardware and software
- Identity: creation and application of 3 corporate identities
- Illustration: creation and application
- Graphic: letterhead, envelopes, business cards, flyers, labels, signage, & a forty-page catalog
- Web: design, production

Baldwin Filters:

Graphic Artist Internship: 5/98 - 1/01

- Graphic: logos, collateral materials, billboards, flyers and tee shirts
- Communication: internal "customers", national and international clients
- Photography: digital catalog photography
- Illustration: creation and application

Recognition:

- Marketing Sherpa Award: Best Email Opt-in Campaign Gold Consumer, Circuit City marketing email
- Merit Award: MidStates Graphic Design Show
- Merit Award: AIGA Nebraska Shows
- AMCP MarCom Gold Award 2008, IABC Silver Inkwell Award of Excellence 2008, and IAVA W3 Silver Award 2008