



QUALIFICATIONS

- Over 15 years experience using graphics software, including Photoshop, InDesign, Quark XPress and Illustrator
- Experience in web design & production using HTML, Dreamweaver, Flash and CSS
- Extensive knowledge of color correction, scanning and digital image manipulation
- Strong communication skills built through working with others to develop creative concepts, coordinating print projects and attending client meetings
- Proficient in illustration using both traditional and digital media
- Accustomed to creative thinking in diverse areas, including copywriting, filmmaking and stand-up comedy

PROFESSIONAL EXPERIENCE

- 2007 – present:** *Freelance graphic design, web design, illustration and photo retouching*
- Created a variety of graphic materials independently and in partnership with Old Dog New Tricks Advertising, including brochures, print ads, trade show displays and web graphics. Frequently played active role in concept development and copywriting along with producing visual components.
 - Designed and built OldDogNewTricksAdvertising.com from the ground up, and completed comprehensive redesign of BLLandscaping.com.
 - Produced web banners and e-mail campaigns targeting customers of multiple e-commerce sites for Niche Retail.
 - Completed extensive layout and print production work for Beaumont Hospital, along with original design and illustration projects. Interpreted and organized detailed content according to established graphics standards.
 - Met deadlines consistently, while coordinating multiple project schedules from diverse clients.
- 1997 – March 2007:** **RENAISSANCE MEDIA** **Southfield, Michigan**
Graphic Designer / Web Designer / Digital Imaging Specialist
- Designed weekly *Jewish News* covers and modified or created cover art.
 - Worked with sales staff to design ads for *Jewish News*, *Platinum* and *Style* clients.
 - Managed content and created banners, web pages and animated greeting cards for *Jewish.com* and *JN Online*.
 - Performed color correction and worked with vendors to maintain quality color reproduction in print products.
 - Produced company literature, marketing materials and house ads, including ad that was awarded first place for Best Newspaper Promotion, 2005 by the Michigan Press Association.
 - Trained co-workers and interns in scanning, photo processing, graphics file specifications and other areas.
- 1994 – 1997:** **CRAIN COMMUNICATIONS INC** **Detroit, Michigan**
Illustrator / Graphic Designer
- Produced numerous illustrations for *Crain's Detroit Business*, *Automotive News* and other Crain publications.
 - Designed logos, ads, magazine page banners and posters for editorial and promotional use.
 - Generated charts, maps and other infographics to accompany magazine articles.
- 1990 – 1994:** **WEXL RADIO** **Royal Oak, Michigan**
- Wrote copy and recorded voice-overs for Nutri-Foods account.

EDUCATION

- 1993:** **COLLEGE FOR CREATIVE STUDIES** **Detroit, Michigan**
B.F.A. in Illustration
- 1986 – 1988:** **BOWLING GREEN STATE UNIVERSITY** **Bowling Green, Ohio**
Major: Graphic Design (Film Studies Minor)
- 1986:** **KIMBALL HIGH SCHOOL** **Royal Oak, Michigan**
Graduate with Distinction