



Résumé

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Goal: To partner with progressive companies as a resource for illustration, graphic design and marketing

Skills

- Design and illustration, proficient with Adobe Suite, Quark XPress, Freehand, and Microsoft Word.
- Over 35 years working with diverse client industries meeting unique project goals within restricted timelines and budgets.
- Possess the experienced ability to create graphically a client's vision in conjunction with a practical, cost-saving approach.
- * Networking with writers, public relations and marketing experts, and printers to create brands, ads, web design, collateral materials that include brochures, postcards, direct mail, packaging and trade show materials for businesses, institutions, agencies, and not-for-profits.
- * Develop advertising materials for a diverse group of clients worldwide.

Achievements

- Dickman Farms of Auburn, NY. Prepared layout and design for 56-page wholesale distribution catalog. Project required manipulating more than 1,000 photographs and product names. Client currently uses catalog as a showpiece and sales tool for distributors.
- 13th Annual European Academy of Dermatology and Venereology Congress in Florence, Italy. Prepared layout for scientific poster displayed at international meeting. Poster selected (from among hundreds) for cover of meeting publication.
- United Way of America. Designed and illustrated materials for Success By 6™ initiative. Project received "Best Special Initiative Communication Materials" national award.
- Chase Design, Skaneateles, NY. Worked as a Freelance Designer/Illustrator for over twenty years. Was on the design team that created the modern Eveready/Energizer logo, support materials and packaging. Created technical illustrations displayed on battery/flashlight packages.
- The Center for Vision Research, Syracuse, NY. Designed brochure used for fundraising, recruiting, and general information. Managed a team of researchers, writers, photographers, and printers.
- Women's Health Specialists Auburn, NY. Created advertising materials that culminated in television coverage of client's grand opening.
- Gallery 54. Part owner/ceramic artist. Prepare yearly advertising budget, make recommendations on ad placement, create ads and implement placement.

Education:

- University of Akron – Akron, Ohio – B.F.A. , Major Graphic Design
- Kent State University-Kent Ohio-Completed two years of a five year Architectural Program

References available upon request.