

**Passionate** artist with fourteen years of graphic design experience. Talented eye for detail and **craftsmanship** of typography. **Experienced** photographer and **master** of appealing functional design.

**education** B.A. in Visual Arts - Eckerd College  
A.S. in Graphic Design - St. Petersburg College

**skillset** CS3, InDesign, Illustrator, Photoshop, Acrobat, QuarkXpress, Keynote, Pages, Powerpoint, Quicktime, Pagemaker, Word, and Excel. Press check and file preparation experience, ability to complete projects independently, effective problem solving, resourcefulness, and brand development knowledge.

## experience

### ART DIRECTOR • HD Envy

Created clean typography and photographic imagery to portray a new standard in flat-panel television frames, developed a strong brand awareness and media-rich marketing plan and designed custom frames for print and web to fit the industry effectively.

### SENIOR DESIGNER • Janus Digital Displays

Received the 2008 FTCC award of excellence for collateral in communication & design, created environmental frame retail line, re-branded company image to better market the high tech industry and created eye-catching content for digital signage.

### FREELANCE DESIGNER • Genesis Marketing

Created collateral and mailers for the automotive industry, created new vibrant marketing pieces to help create a unique vision for their clients, introduced budget savvy ideas and wrote copy.

### ART DIRECTOR • Cay Clubs, International

Directed a creative team of five from concept to print, designed high-end identity and collateral work for restaurants, marinas and vacation clubs and introduced progressive marketing procedures to ensure an organized department to meet various deadlines

### GRAPHIC DESIGNER • Sarasota Magazine

Created new spread designs within five magazines, designed ads for clients with tight deadlines, photographed local events and business for HOMEBUYER Magazine, constructed advertising and logo design for clients and corrected files from blue lines.

# dan hoffmann

dancreative.com | 917.673.5689 | djhdesign@aol.com

## objective

seeking a position as a junior art director

## experience

### **Creative Services Executive** *Taylor* New York City 2005–2008

conceive and design new business presentations and materials, invitations, posters and flyers as well as photography services as the solo designer for the public relations firm and clients including Alltel, Diageo, MasterCard, Xbox, and Staples. Integral in the competitive bid wins for Allstate, BRP Can-Am Spyder, Kleenex and Coke Zero

### **Graphic Designer** *Hartman & Associates, Inc.* Orlando, Florida 2000–2005

developed, designed and printed presentations, submittals, advertisements, logos, brochures and promotional materials for the engineering firm

### **Contributing Designer** *Create Magazine* New York City Editions 2006

designed back-to-back feature articles on motion graphics and video

## freelance

### *ILEX Services* Orlando, Florida 2003–2004

designed brochures, advertisements, programs and annual reports for the conference planners

### *Blue Dolphin Films* Orlando, Florida 2002–2004

designed logo, stationery package, movie posters, private premiere invitation packages, press kits, film festival submission kits and DVD packaging for the film production company

### *Ichiban Japanese Restaurant* Orlando, Florida 2002–2006

designed advertisements, flyers, posters and promotional materials

### *Greg Leary Photography* Orlando, Florida 1997–2000

assisted the photographer for in-studio and on-location work, including Universal Studios' Mardi Gras and Scooter Shooters. Gained valuable insight into the creative and technical aspects of high-end commercial photography

## education

**Adhouse** Pursuing Advertising Conceptual Development Program *Completion 2008*

**Parsons The New School for Design** Pursuing AAS Graphic Design *Graduation May 2008*

**University of Central Florida** BS Business Administration/Marketing *May 2000*

## professional affiliations

**AIGA** Member since 2002

**Art Directors Club** Member since 2006

**The Advertising Club** Member since 2006

**UCF Alumni Association** Community Service Committee Graphic Design Chair 2004–2005

# MICHELLE HILGOTH

## GRAPHIC DESIGNER

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### EDUCATION

**THE ILLINOIS INSTITUTE OF ART**  
Chicago, IL March 2008  
Associate of Arts  
**Graphic Design**, GPA 3.8

**ILLINOIS STATE UNIVERSITY**  
Normal, IL December 2003  
Bachelor of Science  
**Mass Communication**, GPA 3.5

### FREELANCE WORK

**THE ILLINOIS INSTITUTE OF ART—CHICAGO**  
Chicago, IL, *January 2008–present*  
Conceptualized and developed official sustainable brand identity and marketing campaign materials including packaging, signage, web content and new student kit

**MYAUDIOENTERTAINMENT.COM**  
Glen Ellyn, IL, *July 2008–present*  
Designed logo, website and business collateral

**CELESTIAL SOAP COMPANY**  
Arlington Heights, IL, *May 2008*  
Designed brand identity and packaging system

**FRONT OF HOUSE**  
Chicago, IL, *November 2007*  
Designed promotional materials for print and web

**LEVEL2 MARKETING GROUP**  
Chicago, IL, *May 2007*  
Designed logo and stationary set for client

**PREFERRED VASCULAR DIAGNOSTICS**  
Chicago, IL, *January 2007*  
Designed identity system

### AFFILIATIONS

American Institute of Graphic Arts  
Society of Typographic Arts

### PROFESSIONAL EXPERIENCE

**ORBIT MEDIA STUDIOS**  
Chicago, IL, *January 2008–May 2008*

#### Graphic Design Intern

Assisted Art Director with concept development and execution for printed materials; created wireframes and storyboards for web; gained industry insight designing for web usability and SEO; and helped advance internal branding and collateral

**NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY**  
DesPlaines, IL, *June 2005–January 2007*

#### Marketing Communications Coordinator

Handled all aspects of membership magazine on bimonthly basis, collecting content and imagery, design and layout, ad trafficking, production schedule and preflighting materials for print vendor; designed brochures, signage, booklets and other print collateral; coordinated national trade show efforts; helped with design and presentation for national awards show; and assisted Director with national media relations

**DEAN ROUSO HOME TEAM**  
LaGrange, IL, *August 2004–June 2005*

#### Marketing Assistant

Redesigned marketing and collateral materials; researched and implemented direct mail campaign; oversaw ad trafficking; and managed content for multiple websites

**R. H. DONNELLEY**  
Lombard, IL, *December 2003–August 2004*

#### Account Representative

Assisted clients with ad campaigns; designed display ads for Yellow-Pages; gained new accounts; and generated repeat business through exceptional client relations

### SOFTWARE SKILLS

Mac OS X and Microsoft Windows Platforms  
*Proficient in* Adobe CS3 Acrobat, InDesign, Illustrator, Photoshop; QuarkXPress; Microsoft Word, PowerPoint, and Outlook  
*Intermediate in* Adobe CS3 Dreamweaver, HTML; and Microsoft Excel

### PHOTOGRAPHY SKILLS

Digital photography; black and white film exposure and development and lighting for studio setting



# DAVE BAILEY

DESIGNER & TYPOGRAPHER

WWW.DAVEBAILEY.US  
DAVE@DAVEBAILEY.US  
508.631.0194

## EDUCATION

Drexel University (2003–2007) — PHILADELPHIA, PA  
Bachelor of Science, Graphic Design

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## WORK EXPERIENCE

John Langdon (2004–PRESENT) — PHILADELPHIA, PA

Production Artist & Client Liaison

- Responsible for producing vector illustrations from sketches
- Communicating with & responding to potential clients

MAD Dragon Records (2006) — PHILADELPHIA, PA

Resident Graphic Designer

- Packaging & promotional work for all artists on the label

RCA Records (2005–2006) — NEW YORK, NY

Creative Intern

- Promotional CD packaging for artist singles
- International retail vinyl & CD packaging
- Advertising & promotional materials

Nancy Green Photographers (2002) — PLYMOUTH, MA

Office Duties & Client Liaison

- Assisting in photo shoots at the studio & on location
  - Greeting & communicating with clients
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## AWARDS

2007 — American Corporate ID 23 (Godiva Chocolatier Packaging)

2005 — 1<sup>st</sup> Place: Graphic Design: 8<sup>th</sup> Annual ANNX Design Show

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### *Course Work*

- Logo Design
- Publication Design
- Environmental Design
- Annual Report Design
- Packaging Design
- Book Design
- Motion Graphics
- Illustration

### *Computer Skills*

- Adobe Creative Suite
- Adobe After Effects
- QuarkXpress
- Adobe Dreamweaver
- Adobe Flash