

Resume

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Profile

Creative artist with years of experience in all forms of graphic arts from web design to illustrations, animation to marketing. A passion for the arts with a technical flair: creative & progressive problem solver: motivated & dedicated to excellence.

Experience

Currently full time freelance designer DBA Carolina Media Design.

Red Letter Holdings, Inc. - *Investment Company based in Cornelius, NC*
Creative Art Director – Feb 2008 – Feb 2010

- **Creative Director and Artist:** Developing original concepts and designs for everything from web sites to detailed 3d illustration of current products and concept products for Red Letter and all their affiliated companies. Other responsibilities included not only creating but maintaining web sites for each company. Designing new logos and identity packages for the new business, all advertising and marketing material from bi-fold brochures to multi page pieces. These projects include signage, multimedia pieces, flash animations, video, digital photography, photo retouching and enhancement and any other marketing or graphic need. Working with vendors for video shoots and print work.
- Other duties include taking care many of the internal IT needs and coordinating with the outside IT vendor for more complex issues.

CC Communications, Inc. - *Largest on-line marketing firm in Charlotte area*
Creative Art Director - 2004 – Feb 2008

- **Creative Director and Artist:** in charge of all design, and illustration work at a busy on-line marketing firm. The duties include original concepts and designs for everything from web sites to broadcast email campaigns, logos and identity packages as well as all the advertising and marketing material and any other on-line or print needs. These projects also include multimedia pieces, flash animations, video, digital photography, photo retouching and enhancement along with all other graphic related duties.
- **Complete project involvement:** from the initial kickoff meeting with the clients to the finished product. This includes every aspect from mockup presentation and approval to handing off the finished graphic to the programmers or vendors. I follow the project through by proofing the visual aspects and giving final approval before it goes "live" or to print. I not only work closely with the clients but coordinate with the project managers, marketing manager, sales staff, programmers, outside contractors, and vendors.
- **Helped grow the company to become the #1 Website Design Firm** - Charlotte Business Journal Book of Lists.
- **Implementation of a smoother process:** for a better workflow as well as creating styles and standards for each project. Introduced a more advanced, and organized backup / archiving system for quick retrieval of past project material and information. Created a customized client workbook and welcome package. Other duties include accurate record keeping for billing and archiving.
- **Project Awards:**
2007 International Hermes Creative Awards – Cato Corporation
2007 Winner IAC - Best Retail Email Message - Diamond Haack Jewelers
2007 Finalist - Blue Diamond Awards - NPower Non-Profit Excellence in Information Technology Charlotte Chamber of Commerce - Information Technology Council (ITC)
2006 MarCom Creative Awards - Gold Award – **2006:** Cato Corporation Website Design
2006 The Web Marketing Association - Standard of Excellence WebAward - The Club At Longview
2006 Charlotte's #1 Website Design Firm - Charlotte Business Journal Book of Lists

Blue Sky Technologies, Inc. *Information Technology Firm - Web Enabled & Networking Services. Charlotte, NC*
Creative Director - 11/00 to 1/04

- **Creative director for Blue Sky Technologies** - Designed a wide variety of profitable business websites, from initial concept to launch. Multitasked numerous projects while coordinating the programmers, printers & other 3rd party vendors. Worked directly with clients turning their needs into sites that were within budget, on time & fulfilled their expectations.
- **Launch the web division** - started up this division from ordering needed software to overseeing the programmer & outside vendors. Developed & implemented processes & procedures.
- **Increased customer's productivity** by creating new & updated web sites, introducing new ideas & implementing the latest in search engine optimization. Giving clients a 21st century look & working closely with high-end programmers to bring the latest in web technology & e-commerce solutions. Created branding, marketing & advertising material. Troubleshoot current site problems, suggest & implement solutions.
- **Project Awards:**
Blue Diamond Award - Designed web site & created interactive flash map with real time data, worked with programmers in developing on-line parking software for Preferred Parking. This web innovation has increased clients, profitability & staff productivity.

GPTS - Granite Professional Contractual Services - for General Electric Power Systems

Computer & Web Based Training for Engineers and Internal GE Projects. - Schenectady, N.Y.

Project Lead – Senior Animator – 3/96 - 10/00

Use creative skills for 2D & 3D modeling, animations, illustrations, characters & mascots; logos; interactive simulations including flash with active scripting; flash introductions; motion capturing; digital audio & video; interactive web site panoramas, & virtual tours.

- **Developed 3D animated models for Computer Based Training** Working from schematics, photographs & instructional designs, created very detailed 3D working models. Animate models, synced to audio & created stills. Illustrated other components in detailed 2D drawings, animated as needed.
- **Web Based Training** & interactive web sites incorporating panoramas, plant models, streaming audio to provide virtual tours of several manufacturing sites. Web designs for GE's Internet, Intranet & Extranet.
- **Instructional design** for reciprocating centrifugal compressor course. Meeting with the engineers at Nuovo Pignone in Italy, reviewed how the compressors worked, took digital photographs of needed components, created storyboards of the animations & developed the graphic sheets to coordinate with the instructional designers. Created & animated detailed models of the different compressors.
- **Developed Graphic Standards** so that all 8 artists involved would develop & draw components giving all a cohesive look. Reviewed all graphics & animations of each course.
- **Project lead & senior animator** for the following CBT modules: Amtrak - 6 different modules, Steam Turbine Fundamentals 4 modules, Reciprocating & Centrifugal Compressors 3 modules, & GE internal training. WBT - GE Career Strategies, GE E-Commerce, Six Sigma Methodologies, COSMOS & CMS, GE Web.

Project Awards: CBT - Graphic Project Manager & lead illustrator for 6 Amtrak modules. These training CD's were created in 7 weeks and won award of excellence in it field. I was in charge of Coordinating with 4 instructional designers, 8 artist & 6 programmers. The CD's came in 1 week below deadline. 1 module was given to a competitor who didn't finish in the allotted time.

Light & Power Productions Ltd. - Meetings & conventions planners with high-end video production - Schenectady, NY

Creative Director – 3/95 - 3/96

Coordinated all projects working directly with clients, sales persons & vendors. From basic ideas & concepts, created illustrations & other graphics to use for slides, transparencies, Power Point, Astound, & Adobe Premiere presentations. Created all graphics & marketing material for meetings & events put on all over the world.

- **Graphic support** for 5 sales peoples, video & props departments. Started as a senior director & after lay-offs, the graphic department was reduced to just one person. Multitasked 45 speaker presentations - with a 7-day deadline created speaker support for 45 clients. Designed each presentation with its own look, feel & information. Projects were finished on time & to the complete satisfaction of the presenters.
- **Props department** - created props, sceneries and other needed components for events. **Video department** - created graphics to integrate in video introductions & other parts as needed.
- **Other projects** & responsibilities included: Setting up event props and settings, 2D/3D graphics & animations, Electronic presentations, Kiosks development; storyboarding, instructional design & development; Logos, interface design, print media.

Executive Graphics & Comm., Inc. Presentation Graphics & Commercial photographic studio– South Glens Falls, NY

Creative Director – 7/87 – 3/95

- **Computer & traditional graphics for:** Presentations, seminars, speaker support, brochures, new product design & printed material. All pre & post-production work needed. Black & white & color photograph lab & studio experience, billing, light bookkeeping, & scheduling.
- **Creation of computer layouts & negatives for magazine pages.** Duties included computer enhancement of pages, all pre-printing production responsibilities, & stripping. Learned printing industry from the inside.

Kambar Industries - Custom Decorators of Glassware, Ceramics & Plastics Advertising & Souvenirs – Hudson Falls, NY

Creative Director – 5/82 - 7/87

- **Supervised 5 printers & 1 artist** created Illustrations & new designs using traditional mediums. Created photosensitive silk screens for glass, ceramics, & other printable materials
- **Increased Souvenir business by 25%** by developing generic design that could be changed out with different names. Created a book of samples for the sales force. Allowed them to have ready-made designs for customers.

Genpac Corporation - Plastics Manufacturing & Decorating Company – Glens Falls, NY

Graphic Artist – 1/79 – 5/82

- **Designing, Illustrations & creating camera-ready artwork** including new designs & marketing graphics, finished layouts, mechanics, typesetting, color separation & camera work. Negative stripping, making nylon plates & silk screens.

Key Skills

- Creative web-based strategies
- Targeted customer solutions
- Determines timelines & effort hours
- Develop processes & procedures
- Skilled at delegating project assignments & supervising work quality
- Web & graphic design
- 2D - 3D animations & modeling
- Illustrations – computer & traditional
- Flash, multimedia applications
- Logos, ads, brochures
- Characters - mascots
- Computer & web based training, Soft skill & technical training
- Digital photography / photo enhancement & retouching
- Overseeing photo shoots and other outside vendors
- Knowledge of printing procedure from concept to creation
- Print media, marketing & speaker support
- Storyboarding & light instructional design
- Props, sceneries, murals other hands on arts

Technical Skills

Web & Technical Applications

Adobe Creative Suite: Dreamweaver, Flash , PhotoShop, Freehand, Illustrator, Publisher, Image Ready, 3d Studio Max, Premiere, Sound Forge, Animator Pro, Html, Cold fusion, CSS, xml, Dot net nuk (DNN) /skins.. Good working knowledge of basic programming languages.

Familiar with: Maya 3, Adobe After Effects, Animator Studio

Traditional Skills & Other

Paintings & Mural work, Acrylics & Oils, Watercolor, Pen & Ink, Pencils, B&W & Color Lab, Commercial Photography, Some Sculpting, Modeling

Pre-computer skills from the dark ages Inking, Mechanical Paste-up, Cutting Masks & Overlays, Stripping & Stat Camera