

# RED. LETTER. DAY

## Graphic Design, Print Production & Presentations

### Summary

Graphic design, print production, presentations, and project management. Experienced handling all phases of print production, design and pre-press. Entrepreneurial sales, marketing, and technology background.

**Projects include:** marketing collateral, magazines, PowerPoint presentations and templates, ads, catalogs, direct mail, books, style guides, exhibit materials, posters, trade show materials, point-of-purchase and outdoor signage.

### Skills

- InDesign, Quark, Photoshop, Illustrator, PowerPoint, Adobe Breeze/Presenter, Acrobat, Mac OSX, Windows XP
- Experienced working for magazines, ad agencies, design studios, book publishers, museums, nancial printers and corporate art departments
- Excellent writer, copyeditor and proofreader
- Typography expert
- Extremely technical Mac and PC user
- Expert on production and workflow processes
- Exceptional project manager
- Extremely comfortable working with outside vendors
- Detail and process oriented
- Management experience
- Award-winning photographer

### Projects [SAMPLE LIST]

- Direct mail and outdoor signage for a political consultancy
- Redesign, art direct, and produce *Living Well* magazine in English and Spanish (ongoing, quarterly)
- PowerPoint and “Breeze/Presenter” for Adobe/Macromedia
- Full collateral system for J. Grant Fitness including logo design, brochures, slide show, postcard invites
- Outdoor signage and catalog production for Lombardi Sports
- Trade show, P.O.P. graphics and catalogs for Veltec Sports
- PowerPoint presentations for the Federal Reserve Bank and Time Warner Cable
- High-end proposals and custom sales collateral for VNU/Global Media and EXP productions.
- Redesign and creation of new Quark templates for *Shopping Centers Today* magazine
- Freelance production manager at *Selling* magazine
- Annual report for Lehman Brothers
- Production/Technology Coordinator for *Our Times, An Illustrated History of the 20th Century*, a 720-page coffee table book, designed by Milton Glaser. Managed print production (including over 2,000 scans), maintained 10-user computer system, designed infographics, developed Filemaker Pro database for image tracking, and converted final book to CD-ROM
- PowerPoint decks for pitches at McCann-Erickson and FCB
- Design and produce newsletters, books, booklets, web-site and marketing materials for a variety of non-profits
- Business development (sales) for MetaDesign

### Clients [SAMPLE LIST]

Adobe, LifeMasters, Time Warner Cable, Salesforce.com, Mecury Interactive, VNU Global Media, Terris, Barnes & Walters Political Consulting, Veltec Sports, Look Design, EXP Productions, McCann-Erickson, The Federal Reserve Bank of San Francisco, The Nation magazine, MetaDesign, Lombardi Sports, *Selling* magazine, Milton Glaser Inc., Sotheby's Catalog, American Banker Bond Buyer, *Life*, *Reader's Digest*, The Whitney Museum, *Travel/Holiday* magazine

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