



**Summary:**

Dedicated, versatile, self-reliant, multi-award-winning graphic designer with over 20 years experience ready to provide demonstrated expertise, creativity and artistic talents in an art direction capacity. Demonstrated expertise in initial planning, production and management of all facets of the design process.

**Strengths:**

- Uses art direction skills and experience to coordinate various projects from concept to completion via print and multimedia avenues
- All facets of publications, advertising and marketing materials, logos, infographic design, brochures, display pieces, catalogs, billboards, video editing, photo retouching, web sites and web graphics
- Planning and coordination with printing vendors to ensure accuracy and quality while consistently evaluating new materials and ensuring on time delivery and within budget
- Art direction of illustrator vendors from the sketch stage to final piece
- Management of photographers which includes creative brainstorming and discussion of execution of that concept as well as negotiating cost of new and stock images
- Managing graphic designers which includes evaluation of workload, providing design input, monitoring and evaluating adherence to established brand standards
- Discussion and negotiation of pricing and product cost with all vendors to ensure projects stay within budget
- Event photography
- Writing of headlines, subheads and photo captions as well as email blasts and short articles

**Tools:**

Proficient in Adobe Creative Cloud programs for print, web and video as well as Microsoft Word, Excel and Powerpoint

**Education:**

Bowling Green State University, Bachelor of Fine Arts degree in Graphic Design (1999); Holy Name High School (1995)

**Awards:**

**JESSE H. NEAL NATIONAL BUSINESS JOURNALISM AWARD**

The award is considered the highest honor of the business press and is for both editorial and design. All awarded to *DVM Newsmagazine*.

**2009**

WINNER: best single issue of a newspaper/news tabloid size

**2008**

WINNER: best news coverage

WINNER: best subject-related series

FINALIST: best subject-related series

**2007**

FINALIST: best single issue of a newspaper/news tabloid

**2006**

WINNER: best news coverage

**AMERICAN SOCIETY OF BUSINESS PUBLICATION EDITORS (ASBPE) NATIONAL AWARD**

**2008**

GOLD AWARD: front cover design - news tabloid size

SILVER AWARD: front cover design - news tabloid size

**2006**

SILVER AWARD: front cover design - news tabloid size

**NOISMAKER AWARD**

**2004**

Recipient of the Northern Ohio Illustrator's Society NOISmaker Award, which was given each year to an art director or designer for excellence in the commissioning of illustrations in Northern Ohio.

**PRESS CLUB OF OHIO EXCELLENCE IN JOURNALISM AWARDS**

Note: photography and illustrations were art-directed and commissioned to freelance artists and all awards were for *Inside Business Magazine* and *Ohio Business Magazine*

**2006**

3RD PLACE:  
cover design - business publication

**2005**

1ST PLACE:  
cover design - business publication

**2004**

2ND PLACE:  
cover design - business publication

1ST AND 2ND PLACE: illustration

1ST AND 2ND PLACE: story package (design and editorial)

1ST PLACE:

photograph - business publication  
*Ohio Business* voted Ohio's best business publication (design and editorial)

**2003**

1ST PLACE:  
cover design - business publication

2ND PLACE:

cover design - business publication

1ST PLACE: spread - all publications,

1ST PLACE: story package (design and editorial)

*Inside Business* voted Ohio's best business publication (design and editorial)

**2002**

1ST PLACE:  
photograph - business publication

## Experience

### **TWOBOY DESIGN** ~ CLEVELAND, OH

#### **Art Director/Owner** ~ 7/05-present

Freelance design company excels in consumer and business-to-business magazine publishing, Web design, custom media, advertising, annual reports, web graphics, logos and other collateral materials

### **BROTHERHOOD OF LOCOMOTIVE ENGINEERS AND TRAINMEN (BLET)** ~ INDEPENDENCE, OH

#### **Art Director & Associate Editor** ~ 2/10-present

Working in the PR department, responsible for the design and creative direction of the BLET, a Division of the Rail Conference of the International Brotherhood of Teamsters (IBT) with over 59,000 active members. This includes all publications, supplemental advertisements, website graphics, newsletters, brochures, collateral materials, PowerPoint presentations, co-management of Facebook page and writing of news releases, headlines and photo captions

- Art direction of Locomotive Engineers and Trainmen News (monthly) a tabloid size newsletter
- Spearheaded launch and art direction of Locomotive Engineers and Trainmen Journal (quarterly) magazine with editor
- Manages outside vendors which include photographers in procuring new photography as well as stock imagery as necessary
- Works closely with in-house print shop and external vendors and printers, including all pre-press functions
- Helps manage social media presence along with assisting in the writing, editing and sending of email blasts to members

### **ADVANSTAR COMMUNICATIONS** ~ CLEVELAND, OH

#### **Art Director** ~ 10/05-10/09

Responsible for the design and creative direction of DVM Newsmagazine — a national, award-winning media brand, which includes a monthly publication (60,000 circulation), website (dvm360.com), New Product Review (quarterly supplement), Your DVM Career (quarterly supplement) and InFocus (three-times a year)

- Spearheaded design efforts with editor-in-chief
- Redesign of DVM Newsmagazine, New Product Review, Your DVM Career and InFocus
- Built national network of freelance photographers
- Coordinated illustrations, photo shoots
- Development of e-newsletters
- Assisted web team and editors with any and all updating of news stories for dvm360.com and development of e-newsletters
- Worked closely with printer and production staff, including all pre-press functions

### **MERCHANT AND ASSOCIATES** ~ TWINSBURG, OH

#### **Senior Graphic Designer** ~ 3/05-10/05

Lead of firm's art department for all collateral pieces for clients including Parker Hannifin, Kobelco, Struktol and ITW

- Design of all collateral material including brochures, booklets, logos, icons and advertisements
- Design of firm's website www.merchantassoc.com and new promotional material booklet and sell sheets
- Meetings and presentations of ideas and concepts to clients
- Worked closely with several printers through the final printing process

### **GREAT LAKES PUBLISHING CO.** ~ CLEVELAND, OH

#### **Art Director** ~ 6/01-3/05

Handled art direction for Inside Business (monthly), Ohio Business (quarterly) and Cincy Business (quarterly) magazines as well as all associated collateral materials within budget while overseeing an assistant art director

- Design of corporate identity systems for all magazines
- Redesign of Inside Business which was introduced in the June 2003 issue.
- Designed the look of all corresponding magazine websites and custom projects
- Worked closely with large team of freelance photographers, illustrators and designers

### **THE CREATIVE GROUP** ~ CLEVELAND, OH

#### **Freelance Graphic Designer** ~ 2/01-6/01

Worked as freelancer for companies including Key Bank, The Arras Group and Stern Advertising

### **ROSENBERG ADVERTISING** ~ LAKEWOOD, OH

#### **Art Director** ~ 4/00-2/01

Duties included designing and upkeep of advertisements, brochures, posters, newsletters and direct mail pieces for all clients

