

22264 east oxford place
 aurora, colorado 80018-3093
 303 699 4799 (p) | 720 373 0686 (c)

i am seeking to immerse myself in a creative environment that thrives on strategic and engaging communication solutions. i wish to focus my diverse skill base, experience and talent into building a highly successful company.

professional employment history (start dates indicated on left)

owner | brand architect **08.04** moorecreative® (self-owned & wholly independent brand consultancy ~ 2+-year investment)
 2525 16th street, suite 230, denver, colorado 80211

- ▶ create compelling and consistent brand experiences for the web, print-based collateral, and interactive mutlimedia.
- ▶ strategic focus supporting clientele in the high-tech, e-commerce, education, hotel, and entertainment sectors.
- ▶ support for “ground-up” marketing and business development initiatives across multiple media using innovative guerilla-based deployment strategies.
- ▶ “brand solutions that level the playing field” ~ enabling clients to deliver compelling brand and product strategies that challenge the caliber of those delivered by competitors with significantly larger budgets.

creative director | sr. web designer **12.97** the jones companies (6.5-year investment)
 9697 east mineral avenue, englewood, colorado 80112

- ▶ designed, developed, and project managed web, print, and interactive multimedia initiatives for the various business segments within corporate; **a one-stop marketing and business development support resource.**
- ▶ web initiatives range from process-centric corporate intranet portals to entertainment and commercial-based e-commerce storefronts. **knowledge store website awarded coolshopping.com’s “ultra cool shopping site” for design, layout, and navigation.**
- ▶ supported e-learning and self-paced computer-based training & courseware development. **participated in making internet and online education history** by helping jones international university become the first regionally accredited online university.
- ▶ designed and developed marketing & business development promotions, corporate identity packages, and product positioning campaigns. **print collateral volume exceeded three million pieces with annual expenditures of more than \$2.5 million.**
- ▶ structured and implemented various job tracking and project workflow processes. **clients cited department’s processes as effective and work as highly innovative.**

senior graphic designer **05.95** sun litho, incorporated (2-year investment)
 5555 south dtc parkway, suite d-2000, englewood, colorado 80111

- ▶ created a variety of identity packages and print collateral pieces, including direct mailers and poster campaigns for various mid- to large-sized corporations.
- ▶ coordinated and supervised installation of high-end imagesetting equipment and digital proofing devices which **saved company substantial monthly film and proofing outsourcing costs.**
- ▶ worked with a vetted network of subcontractors to fulfill a wide range of clientele work order requests ranging from tradeshow exhibits and signage to website development.
- ▶ working within tight budgets and deadlines were the norm. due to efficient processes, **the design department enjoyed lucrative profit-sharing plan with department profits steeply increasing.**

electronic prepress operator **03.93** allied reprographics, incorporated | now – matthews, incorporated (2-year investment)
 4040 fox street, denver, colorado 80216

- ▶ senior macintosh operator responsible for electronic file troubleshooting and prepress production including: setting color traps, creating color separations, process builds, film output and proofing for both traditional offset and flexographic printing.
- ▶ responsible for recreating customer supplied flat artwork digitally while **maintaining accuracy of 1/100th of an inch.**
- ▶ developed great rapport with various design firms and ad agencies locally and nationally. **affectionately referred to as the “guru” of electronic prepress.**

broadcast graphic artist **01.88** city of torrance office of cable communications (5-year investment)
 3350 civic center drive, torrance, california 90503

- ▶ functioned as the department manager. responsible for on-air graphics development and design of studio sets, set graphics, show titles, segment animation, and station identities.
- ▶ organized specifications and **implemented a \$100,000 city manager and city council budget for purchase and installation of high-end on-air electronic paintbox and animation suite.**

comprehensive technical skills**macintosh & pc windows**

advanced proficiency with: **adobe acrobat** | distiller | **illustrator** | dimensions | **indesign** | **photoshop** | streamline | type manager deluxe | **macromedia contribute** | **dreamweaver** | fireworks | **flash** | flash video encoder | soundedit16 | **quarkxpress** | microsoft office tools | excel | powerpoint | word | use of various pop3 & exchange email clients | symantec norton utilities & anti-virus tools; plus numerous other os utilities and task-specific applications.

formal education and professional training

certificate of completion	03.01	global knowledge training seminars introduction to web databases (2-day hands-on training seminar)
certificate of completion	10.00	rocky mountain digital art center (rmdac) advanced flash (3-day intensive training seminar)
certificate of completion	06.00	rocky mountain digital art center (rmdac) web project management (3-day intensive training seminar)
college credited course	02.00	global knowledge training seminars building & maintaining a web site + introduction to javascript (3-day + 2-day training)
certificate of completion	05.99	red rocks community college macromedia certified web layout and design concepts (one semester course)
certificate of completion	08.98	skillpath seminars fundamentals of successful project management (2-day seminar)
major in graphic design	06.92	california state university, long beach credit courses completed toward bachelor of arts degree ; minor emphasis in marketing
associate in arts degree	06.91	el camino college major in graphic design , minor emphasis in marketing and advertising
certificate of proficiency	05.89	university of california, los angeles (ucla extension) emphasis in computer graphics for video, film and print media
certificate of proficiency	06.88	southern california regional occupational center emphasis in graphic design and traditional prepress production techniques

professional skills**perform well in a team or solo**

brand builder & "executionary" – ability to create strategic & engaging integrated brand experiences for the web, print-based collateral, and interactive multimedia ■ process-driven approach ■ ability to develop comprehensive identity systems for products and services, complete with implementation guidelines & style guides ■ complete support resource for nimble marketing & business development initiatives.

client advocate – ability to conduct comprehensive research, value chain analysis, and client interviews ■ effective organization and coordination of complex and abstract project requirements ■ one-on-one client servicing and consultation ■ effective interpersonal skills ■ outstanding written and verbal communication ■ excellent proposal writing, estimating, budget management, resource tracking skills, and knowledge-sharing.

technology-savvy collaborator – ability to cull and build an effective cross-departmental team and resources for unique project needs and requirements ■ ability to effectively bridge business needs with available technologies ■ strong web-based architecture, design, and development skills ■ strong understanding of web-centric scripting languages, such as: .css, .dhtml, .html, javascript, webservice ■ understanding of flash-based rich internet application, (ria) development for streamlining business processes via the web.

professional references

available upon request.