

## OBJECTIVE

To build my freelance clientele in the LA/OC area

## EDUCATION

### THE COMMUNITY COLLEGE OF BALTIMORE COUNTY

FALL 2006

Associate of Applied Science degree in Computer Graphics and Visual Communication in Publication Design

GPA - 4.0 Overall

### UNIVERSITY OF MARYLAND BALTIMORE COUNTY

DECEMBER 2003

Bachelor of Arts degree in Information Systems Management

GPA - 3.1 Overall

## TECHNICAL SKILLS

### COMPUTER/OSs -

Mac OS X and 9.0 (older version), IBM PC compatible, Windows XP, 98, 2000, Vista and Windows 7

### SOFTWARE -

Adobe InDesign CS3/CS4, Illustrator CS3/CS4, Photoshop CS3/CS4, QuarkXpress 6.0, Deltagraph, Adobe Acrobat and Distiller, PitStop Professional, Flightcheck, Fetch 6.0, Microsoft Word, Excel, Access and PowerPoint, basic HTML and some knowledge of Macromedia Dreamweaver and Flash MX

### PRINT PRODUCTION -

4-color and black & white color process, pre-press production, laser and large-format printing

## FREELANCE

Altavert Alternative Advertising - Los Angeles (2010 - present)

Hollywood Wasteland - Los Angeles (2010 - present)

Miss Lillian's Original Sauce (2008 - 2010)

Charm City Cabaret (2009)

RRukus Media - Los Angeles (2009)

The Baltimore Sun (2007)

Under Armour (2007)

Devaney and Associates (2007)

Harvey and Daughters (2007)

Dr. Abrams Eye Institute - Las Vegas (2007)

Fusion Dance Team (2004 - 2006)

Grand IT Networks (2006)

## PROFESSIONAL EXPERIENCE

### GRAPHIC PRODUCTION ARTIST

STANLEY BLACK & DECKER; GRAPHICS DEPT.; Foothill Ranch, California

January 2011 - present

- Works under the Hardware & Home Improvement Division of Marketing and Field Sales for the brands, Kwikset, Baldwin, Stanley National, Weiser, K2 and S3
- Supports the marketing functions. Maintains, designs, and produces offset printed collateral, trade show graphics and support for packaging changes.
- Production and layout of printed materials include sell sheets, POS merchandising, trade show items, price books, training manuals, slide presentations, advertisements, brochures, and packaging.

### GRAPHIC DESIGN SPECIALIST

STANLEY BLACK & DECKER; GDPC WEST; Foothill Ranch, California

January 2010 - October 2010

GDPC EAST; HUNT VALLEY, MARYLAND

June 2008 - January 2010 (transferred)

- Designs POP (Point of Purchase Materials) such as flyers, posters, banners, cards, badges, boxes, ads, coupons as well as meeting preparation items such as presentations, signs, and binders
- Responsible for adhering to Brand Management guidelines regarding use of all DeWALT, Delta and Porter Cable logos and trade dress standards
- Assists with print production responsibilities as required
- Prioritizes deadlines and kept close contact communication with West Coast Independent Channel Reps between revision stages

STANLEY BLACK & DECKER; CONSUMER BRAND; TOWSON, MARYLAND

November 2007 - June 2008

- Created and laid out packages, end-cap pallets, and tower displays of Black & Decker brand Power tools, Outdoor, Home and Automotive Products as well as affiliate brands like Porter Cable using Illustrator CS3/CS4
- Designed ads, flyers, posters, signage and merchandiser POP
- Followed B&D guidelines to ensure accuracy on all new and updated products
- Prioritized deadlines using Creative Manager and kept close contact communication with Brand Managers between revision stages
- Communicated also with external contacts in China, Canada and print vendors when sending packaged files for print production through Envoy (B&D Intranet) and FTP server

### GRAPHIC PRODUCTION ARTIST/LAYOUT DESIGNER

CHESS COMMUNICATIONS; ADVERTISING; BALTIMORE, MARYLAND

July 2007 - November 2007

- Under the direction of the Art Director, I laid out and designed print and web ads and multiple spreads for Chess' in-house quarterly magazine, The Baltimore Dog (Fall and Winter editions only)
- Created direct mail pieces and newspaper ads for Cassidy and Pinkard Colliers
- Designed and laid out a 54-page Offering Memorandum for Crocker Park, a Colliers Cleveland client