



davidmcoyle.com / 602.517.4273 / davidmcoyle@gmail.com

Hiring Manager
Human Resources

Hiring Manager;

It is with great interest that I'm contacting you regarding the open position within your art department. Like so many other cover letters and resumes you have and will review, you can read of my work history and qualifications. But what is it that sets me apart? I am not just a designer or photographer or team player but I am a team builder. I have helped to build successful relationships between colleagues, employees, departments, vendors and clients promoting growth for all involved. I know and understand the differences in printing methods and how to design for them. My photography skills have come from years of portrait, wedding and commercial experience. I am a skilled manager, effective teacher, creative problem solver and seasoned designer. It is my desire to share what I know, to gain new knowledge and learn from the experiences of others. I want to continue to help build success.

Enclosed is my resume detailing my years of successful work experience. Relative to the position is: Macintosh systems and Adobe Creative Cloud software (InDesign, Illustrator and Photoshop), print design, detailed pre-press production experience (offset printing, digital printing and large format), large format expertise, digital illustration, photography, photo-manipulation and proven management skills.

Samples of my professional and personal work can be viewed at davidmcoyle.com. I can be reached by telephone or email, at your convenience. I am looking forward to meeting with you to discuss this opportunity. Thank you for your consideration.

Sincerely,
David M. Coyle



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Work Experience :

MTD Products - Tempe, AZ - 9/15 to 9/20 - Graphic Artist

- Responsible for the creation of art for labels, packaging, corrugated boxes, fliers, hang tags, in-store displays, end caps, etc. for the following brands, Troy-Bilt, Remington, Cub Cadet, Craftsman, DeWALT. Worked with vendors and suppliers to assure print quality and color accuracy.

U-Haul International - Phoenix, AZ - 9/95 to 11/13 - Computer Graphics Manager

- Work Group of Computer Graphic Artists - Directed, managed, hired, and trained a work group of up to six computer graphic artists. Projects included: the design, layout, pre-press and proper branding on fliers, banners, posters, boxes, packaging, t-shirt graphics, directory/Yellow Page listings, annual reports, illustrations, photography, photo manipulations and fleet graphics.
- Directory /Yellow Page Listings - Managed artists, work flow, designs and proofing processes. Cut errors to 1% after assuming duties. Directed all aspects of art including content, style, layout and actual ad creation. Assisted with the design of inter-departmental on-line system streamlining work flow and communication between departments. Helped to cut spending by \$1,000,000+ per year with the redesign of ads for smaller spaces.
- Fleet Graphics/SuperGraphics - Designed and illustrated graphics for the rear door of trucks and trailers. Assisted with illustration of SuperGraphics. Developed pre-press processes to achieve desired results for large format screen printing up to 14 spot colors. Instructed and educated Fleet Graphic Artists in pre-press processes. Helped lead the conversion from traditional printing methods to digital printing processes cutting production times.
- Hardware Recommendations - Researched, tested and recommended Mac based computers and software company wide (40-50 seats), printers for art department individual needs, large format printers for in-house use and for Kargo Decal (company owned large format printer). Specific purchases based on recommendations improved print quality and wait times for mock-ups, cut production times from 14-21 days to 2-5 days and the production times for SuperGraphics and rear door graphic from 30-45 days to 5-7 days. As well as cutting pre-press times from 4-5 days to 1-2 days.
- Maintaining Corporate Colors - Helped to lead the conversion from traditional printing to digital. Worked with companies such as 3M, Nazdar, Durst to develop custom ink colors for digital printing that maintain the corporate colors. Also oversaw the conversion from leaded inks and materials to non-lead inks and materials for pigmented vinyls as well as for traditional printing.

Inland Empire Business Journal - Ontario, CA - 12/93 to 5/95

Art Director -

- Responsible for all art, graphics, and layout of the monthly periodical, The Inland Empire Business Journal. (cir. 30,000 at time of employment)

Phoenix Printing and Design - Pomona, CA - 10/92 to 6/93

Graphic Designer / Production Manager -

- Designed advertising literature from concept through to pre-press.
- Under the title of Production Manager, managed the work flow in and out of the art department.

Education :

1991 - 1992 Platt College, Ontario, CA Major - Graphic Design / Computer Graphics

1985 - 1988 Chaffey Jr. College, Rancho Cucamonga, CA Major - Photography

Skill Sets :

Macintosh systems, Adobe Creative Cloud software, print design, detailed pre-press production experience, large format expertise, digital illustration, photography, photo-manipulation and proven management skills.