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Education

Minneapolis College of Art and Design 1987-90
Visual Communications—Graphic Design major

- Design work included in '90 *New Academy* exhibit at Minneapolis Dayton's gallery

Bachelor of Fine Arts – May 1990

University of Minnesota-Duluth 1985-87
Art major, Graphic Design emphasis

- '86 Alice Tweed Tuohy art scholarship (maximum award)
- Awards at '87 UMD student art show

Continued Studies

- Coursework in Web Design, HTML/CSS and *Drupal* development, *PowerPoint*, *Flash*
- Website design seminars, MCAD web design course, Twin Cities *DrupalCamp* 2012, 2014
- Member, Twin Cities *Drupal* user group
- Training in *Solid Edge* 3-D CAD software

Technical Skills

- Mastery of print graphics software, including *Quark Xpress* and *Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat*
- Web design, including *Adobe Dreamweaver, Fireworks, Drupal* and HTML/CSS
- Video production with *Final Cut Pro* and *iMovie*
- *MS Office: Word, Excel* and *Powerpoint*, plus *Apple iWork* and *iLife*
- Hardware and software installation, backup, archive and server management
- Extensive print, package and display design and mockup experience

References available upon request

Professional Experience

Joe Gravity Design: Owner/Principal 1990 – present

Notable clients have included:

Medivators Inc.: [Graphic design, website management, video production](#)

- Produced, maintain and expand extensive *Drupal* CMS-based website
- Designed new website, plus print and digital ads
- Produced promo video: storyboards, direction, filming and digital editing

Medcare Products, Inc.: [Graphic/web design, photography, illustration](#)

- Designed and produced brochures, manuals, sellsheets, tradeshow displays, promo materials and other print collateral
- Redesigned, built and maintained 100+ page company website

Carlson Marketing Group: [Production art](#)

- High-level finishing and print prep on various marketing collateral, including brochures, posters, and direct-mail pieces

Envy Communications: [Graphic design](#)

- Designed brochures for U of MN English and History Departments

U of MN College of Continuing Education, Marketing & Promotions Dept.:
[Graphic/web design](#)

- Developed branding for IT courses, including graphics standards manual, web pages, photography art direction and print collateral
- Produced 64-page website for Bachelor of Applied Science programs

Other clients:

- [BI Performance Services](#) (print production)
- [Regis Corp.](#) (graphic design)
- [Hanna Andersson](#) (catalog production)
- [Rooster Group](#) (package design)
- [Minnegasco](#) (design and illustration)
- [Talent Software Services](#) (website)
- [People Architects, Inc.](#) (presentation graphics)

Intercross: Senior Graphic Designer 2004-2013

Designed and produced print and web graphics for major local corporations. Projects included ads, brochures, displays, packaging, collateral, storyboards, websites and email marketing. Extensive brand and logo development. Also performed press checks and provided Mac software and hardware maintenance.

Meyocks & Priebe Advertising: Art Director/Designer 1998-99

Concepted thumbnails and layouts, directed photo shoots and sourced images for brochures, billboards, direct mail and websites. Print production also included newspaper ads and P.O.P. displays. Maintained backup server.

Fiskars, Inc., Bucket Boss Division: Graphic Designer 1994-98

Provided design, photo direction, illustration, and print production for packaging, advertising, collateral, displays and more. Also performed training and copywriting.

- Designed and executed brand identity for outdoor product line
- Managed Mac network, including backups, file archives and photos
- Packaging won first place award at '96 TAPPI CorrExpo Conference

B. Suter Graphics & Design, Inc.: Graphic Designer 1992-94

Graphic and logo design, print production, illustration, mock-ups, copywriting and software management

Smedsrud & Associates: Graphic Designer, Illustrator 1991-92

Graphic design, illustration and production art for logos, annual reports, brochures, books, and CA Highlights newspaper