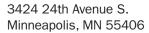


# Illustration



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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