

# GREGORY SCHMIDT

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## EXPERIENCE

*The San Diego Union-Tribune*  
May 2003 to present

*The Charlotte Observer*  
Dec. 1998 to April 2003

*The Greenville News*  
GREENVILLE, S.C.  
Feb. 1998 to Nov. 1998  
Summer 1997

*Marketing News*  
CHICAGO, ILL.  
Summer 1996

*The Tiger*  
CLEMSON UNIVERSITY  
CLEMSON, S.C.  
Aug. 1993 to Dec. 1997

**Sunday A1/Bulldog Designer** | Work with editors, copy editors, photo editors, graphic artists to design Sunday A1. Share duties in selecting stories for promos for the Bulldog (early Sunday) edition. Also responsible for designing some news projects. (Circulation: 350,00 daily, 450,000 Sunday)

**News Designer** | Art directed and designed Sunday and Monday business sections. Produced graphics and charts for the business front. Also designed feature section fronts, 1A, and special news projects. (Circulation: 230,000 daily, 300,000 Sunday)

**Graphic Artist/Designer** | Designed features and business section fronts and center spreads including Lifestyle, Homes, Arts & Travel, Food, Time Out (entertainment tabloid), and Upstate Business. Created locator maps, charts, and graphics. (Circulation: 100,000 daily)

**Art Department Intern** | Designed features section fronts. Responsible for design and art selection for 1A teasers.

**Graphics Intern** | Designed an entire issue of Marketing News from start to finish. Produced various marketing materials for the American Marketing Association, including house ads, rate cards, a 16-page catalog, and direct-mail literature. (Circulation: 300,000 biweekly)

**Photo Editor** | Oversaw all aspects of informational graphic, illustration, and photography assignments. Scanned and edited photos. (Circulation: 12,000 weekly)

**Editor-in-Chief** | Served as chief officer. Acted as a liaison between the university administration and the newspaper and ensured the functioning of the newspaper. Determined story makeup and design for page one. Paginated newspaper to electronically incorporate advertisements, photos, graphics, and text to output directly to film.

**Managing Editor** | Set newspaper style. Administered the weekly operations of the newspaper, including page layout and ad placement for each issue. Had final authority in the area of layout/production, which included having the authority to change any element of a section's design which infringed on style guidelines. Organized and managed a staff of 50 students.

**Advertising Manager** | Supervised advertising department with revenue of \$100,000 annually. Maintained good working relationships with local and national advertisers. Developed a marketing package for potential advertisers. Designed advertisements.

## EDUCATION

Clemson University, S.C. Bachelor of Science in Marketing: December 1997. (GPR 3.3)

## COMPUTER SKILLS

Proficient in CCI, SII, QuarkXPress, and Photoshop. Knowledge of Illustrator and Freehand.

## ADDITIONAL TRAINING

Art Direction and Visual Sophistication. Poynter Institute. St. Petersburg, Fla. Nov. 2002  
Society for News Design Quick Course, Atlanta. July 1998  
Society for News Design Annual Workshop, San Diego. October 1997.

## AWARDS

Award of Excellence, Special Section, SND 2002.  
Designer of the Year, Student Society of Newspaper Design (SSND), 1997.  
First Place, Overall Design, SSND, 1997.  
First Place, Page 1A Design, SSND, 1997.  
First Place, Redesign, SSND, 1997.