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JEFF LUTZ

CAREER OBJECTIVE

To be part of a well established company that encourages growth in my related field. My continuing education is also a vital part of my career development. I am currently seeking out opportunities to evolve my skills in the field of web design and development.

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

Bachelor of Fine Arts with a concentration in Design (December 2005)

EMPLOYMENT/EXPERIENCE: PROFESSIONAL

Sharpe Images, Winston-Salem NC 2008-present

During my time at Sharpe my technical proficiency has developed exponentially. In the past year I have strengthened my expertise at such things as formatting and preparing files for large format printing, including design changes and color corrections required for varying large format and Indigo printers. As a designer, I have recently been able to reinvent the face of Sharpe Images to appeal to a broader and more diverse set of clients by designing storefront images and vehicle graphics for new locations.

FREELANCE

SSUHC, Winston-Salem NC 2009

Being a newly formed health center in the Winston-Salem area, I was hired by SSUHC to develop the aesthetic appeal of this company by designing their logo and letterhead. The logo was successful and appealed to a varying set of opinions by the board of trustees, and accomplished the prerequisite of reflecting the diverse community in which this hospital hopes to thrive.

MCHD, Denver CO 2008

The Mental Health Center of Denver, requested a poster design of "an abstract depiction of recovery and hope." After sending Joanne several rough drafts of my interpretation I was awarded this contract on DesignQuote.net. The poster was effectual in it's depiction, and was used in their fall festivities to inspire hope among the patients.

Smithson Jeans, Atlanta GA 2007-2008

In November of 2007, Smithson Jeans was looking to develop a t-shirt line to accentuate it's already established jeans business. While working closely with Nancy Smithson (owner), my t-shirt designs were able to develop a whole new side to this jeans company. By mimicking the previously established style and essence of Smithson jeans I effectively developed and designed a whole new side to this company.