

Overview:

Versatile graphic designer available for quality communication arts

- exemplary creative, design & print production skills
- strong understanding of advertising principles/consumer experience
- rapid judgment, innate design skills, detail oriented/exactness
- clean aesthetic style with a discerning & imaginative eye, good taste
- proactive problem solver + organized self starter
- strength in conceptual work & strategic thinking skills
- highly proficient in software + prepress,
- mastery of industry-standard Mac graphics applications such as CS3 InDesign/Acrobat/Photoshop/Illustrator, Quark
- basic web skills in Dreamweaver & Flash
- excellent communication skills & ability to thrive in a team setting
- commuting preference is for proximity to the South Bay
- seeking stable permanent work situation

EXPERIENCE

- **2009 - present:** Graphic Designer, Ad Production/Art Department — The DailyBreeze (MediaNews Group/Los Angeles Media Group), Torrance, a publications group serving the South Bay's beach communities
 - Created a wide variety of professional graphic content for ad customers in The Daily Breeze, The Beach Reporter (circ. 55,000/wk.), PV Peninsula News, & others in a fast paced publishing environment, ads & marketing materials produced in collaboration with sales
 - Utilized knowledge of marketing & business strategies, language arts skills, & prepress, following highly procedural directions & specs, attention to detail, proofing
- **2008 - 2009:** Graphic Designer — Tiburon Design - Marketing, Communications, Advertising, Torrance, a publishing and design firm
 - Graphic Design:
 - Self directed ad & content creation for the luxury-lifestyle magazine TENEightyTen
 - Ad & community content page development — concept to completion in press-ready files
 - Concept & content inception & execution, templates, graphic icons, event ads, research, marketing & business knowledge, writing, & editing
 - Lead Graphic & Production Arts:
 - Created a wide variety of professional graphic print content for the South Bay communities' ad customers in publications such as The Beach Reporter, Palos Verdes Peninsula News, The Daily Breeze, Real Deals, & LA.COM
 - Skilled ad construction & rebuild/revise, quality control, deadline driven work produced in collaboration with sales personnel
 - Heavy emphasis on real estate ad marketing, rapid creative conceptual work, accuracy, great technical skills
 - Problem solving skills along with knowledge of prepress, the printing industry, & language arts
- **2007 - 2008:** Graphic Designer — STN Media Group/D3°grees Los Angeles, Torrance, a publishing and design firm
 - Magazine layout (creative features and editorial) and ads for the monthly publication School Transportation News (circ. 27,000/mo.) and Annual Buyers Guide; designed concepts for the company's new website
 - Event collateral for the Redondo Beach Chamber of Commerce's Super Bowl 10K (10,000 participants)/Health & Fitness Expo; Economic Development Summit; Online Restaurant Guide for the Daily Breeze website; annual Guide to Redondo Beach
 - Projects included conceptuials & producing: trifold, direct mail/postcards, invitations, e-blast, newsletter, website update, flash banners, cover art sketches, image search/usage for client, charts & forms
- **2006 - 2007:** Graphic & Production Artist, Ad Production/Art Department — MediaNews Group (Los Angeles Media Group) formerly The DailyBreeze/Copley Press, Torrance, a publications group serving the South Bay's beach communities
 - Created a wide variety of professional graphic content for ad customers in The Daily Breeze, The Beach Reporter, PV Peninsula News, Our Town & others; a daily publishing environment/fast paced workflow, ads produced in collaboration with sales
 - Ability to follow highly procedural directions & specifications, attention to detail, proofing
- **2005:** Sr. Print Designer — ILB, Santa Monica, a leading natl. wholesaler of fashion accessories supplying the gift industry and consumers
 - Responsible for all the company's printed graphic communications, heavy print needs serving as primary sales tools
 - Art direction, concept-to-completion print production, proofing, prepress/rip, offset & laser press-ready files, press check
 - Very successfully improved company image & competitive market position, effectively directed identity & entire content of materials
 - Produced a wide variety of consistent + integrated consumer and B2B marketing collateral pieces: brochures/ big catalogs, ads, promotionals, direct mail, posters, packaging/die lines, signage
 - Collaboration with web department/vendors/outsourcing; product photography + shoot direction & set-up; web production
 - Image retouching, correction and compositing, enhancing product presentation for print & web
 - Initiated & created project + image management system & archive for the company addressing critical needs of workflow
 - Worked closely with management & sales in development & improved workflow by providing guidance to reduce costly revisions

- *2000 - 2010*: Principal — Manughian Design, Redondo Beach, graphic designed communications, freelance
 - Created and worked on a range of projects for AIGA member graphic design studios & a variety of businesses
 - Other communications products experience: logos, identity & thematics, music CDs, business cards & stationery suites, sell sheets, conference & resource materials, annual reports, calendars, video, billboards, maps, certificates, t-shirts, mailer inserts, packaging
 - Digital and traditional photography, illustration, and rendering, hand skills + exacto, mockups, designed www.manughian.com
 - Strategic capabilities deployed in media, ad, marketing, sales and communications
 - Excellent language arts skills, information hierarchy & content management, editing, copywriting
 - Clients include: HealthcarePartners Pacific Corporate Offices, Graphic Element Studio, Hill St. Studios, Evenson Design Group, IE Design, CMH Records, Vitamin Records, USC, silvermoon Collections, Patrice Ryan/Celestial Crystals, Inc., LoveHumanity India, ACH, Sherwood Group, Common Sense Solutions LLC, McNally Homes, Lakewood Women's Golf, Empower RF Systems, Futurama, RD Design & Ad, I Design Studio, and others
- *2003*: Intern — Letterhead Factory, Torrance, a press house
 - Prepress, production, & design
- *Prior to 2000*:
 - Manager in the field of travel & tourism, responsible for staff, clientele, sales, consulting, full operations and workflow, in a deadline driven environment, with leisure travel product, resort, custom FIT, and corporate sales annual volume doubling to 6 figures under my direction
 - Tutoring and instruction in English Language Arts & composition

RECOGNITION IN PUBLICATION

- Featured artist "Top Pick" at stock image company www.photospin.com
- Music CD cover for CMH Records published as the sole featured artwork in the "The Artist's & Graphic Designer's Market" book for record label work
- Music Poster & Music CD promoting Computer Graphic Design/Visual Arts in the internationally distributed UCLA Extension Course Catalog
- Music graphics published in promotion pieces for the Visual arts Department at UCLA and for the opening of the new Westwood graphics facility
- Logo work featured in the "Mark Your Territory" book, an A.I.G.A. Los Angeles publication

SOFTWARE

- Fluent in Mac based CS3 Suite - Illustrator/Photoshop/InDesign/Acrobat; QuarkExpress; keyboard commands, contextual menus, software capacities
- Prepress & rip, technical issues, pdfs, die lines
- Basic skills in web design, update & production, Flash, Dreamweaver, & some PC XP
- Continuing acquisition of new software skills

EDUCATION

- Professional Designation Degree – UCLAx, Computer Graphic Arts and continuing coursework
- Professional Designation Degree – UCLAx, Business Studies
- Masters studies in Music/Languages – University of Innsbruck, Austria
- Bachelors Degree – USC, Music/Liberal Arts
- Intern – Prepress, production, & design Letterhead Factory, a press house

SERVICE

- *2001 - 2006*: Member — AIGA volunteer on the Programming (Events, Event Planning) Committee for many years
- *2006 - 2007*: Docent — Volunteer teacher for School District's "Hands On Art" Program

FUTURE PLANS include building my career as well as extending further into the avenue of social and community contribution.

■ "...Fresh" "Very classy!" "Tasteful and original..." "VERY Nice!!!!" "Your work is beautiful!"