

QUALITY DESIGN FOR PRINT AND NEW MEDIA

Profile

Creative Graphic & Information Design

- Talented visual designer experienced with industry standard design applications
- Practiced in both print and new media
- Proficient on PC and Macintosh
- Extensive knowledge of web standards
- Positive and flexible team player
- Diligent work ethic

Skills

Software

Adobe Photoshop, Illustrator, InDesign
QuarkXPress

Macromedia Dreamweaver, Fireworks, Flash
Microsoft Office, Outlook, FrontPage

Programming

HTML, XHTML, CSS, JavaScript

ASP, PHP, Perl, MySQL

Platforms

MS Windows 95, 98, Me, 2000, XP
Mac OS 9, X
Linux

Apache 1.3, 2
IIS 5, 6
Windows Networking/System Administration

Professional Experience

SLEEPING GIANT STUDIOS, LLC - ONALASKA, WI

2005 - PRESENT

Interactive and Graphic Designer

Visual design and mark-up for web and interactive applications

- Develop branding for clients in both print and web environments
- Develop visual layouts for web and Flash applications with user interaction in mind
- Apply visual layouts to websites with semantic (X)HTML, CSS and JavaScript
- Work with programming teams to build custom applications
- Understands and implements web standards, content and style separation and accessibility issues

ESSENTIA STUDIOS, LLC - LA CROSSE, WI

2003 - 2005

Co-Founder and Lead Graphic Designer

Managed full service web design studio specializing in small business web site design and marketing

- Worked with clients from project conception through completion
- Designed branding concepts to fit new media environments
- Created unique web site layouts appropriate to client branding and marketing
- Developed custom web applications
- Handled web site administration tasks including hosting, email accounts and domain registration

QUALITY DESIGN FOR PRINT AND NEW MEDIA

Professional Experience (continued)

TOUCHSTONE MAGAZINE - LA CROSSE, WI

2002 - 2003

Lead Graphic Designer and Web Developer

Designed both print and online versions for issue 67 of Touchstone Magazine, a regionally recognized arts magazine published annually by Viterbo University

- Member of the entry selection committee
- Assisted with the photography of selected entries
- Designed print and online layouts that compliment each other
- Oversaw prepress and printing processes
- Online version available at: www.viterbo.edu/campnews/camppub/touchstone/67

PUMP HOUSE REGIONAL ARTS CENTER - LA CROSSE, WI

2002 - 2003

Web Design Intern

Redesigned the Pump House web site from a simple “brochure” into a continually updated events calendar and arts resource for the Coulee Region

- Gave new life and marketability to the site with a fresh layout and color scheme
- Developed a complete content management system allowing the Pump House staff the ability to update the site without any internet expertise
- Gained valuable experience in meeting the needs and expectations of clients
- Learned how to manage long term projects and how to work on a disciplined schedule

Education

BFA, GRAPHIC DESIGN, 2003

Viterbo University, La Crosse, WI

Studies included: 2D and 3D Design, Illustration, Layout, Typography, Photography, Printmaking and Philosophy

Accomplishments

- “Abstractions and Simplifications from Life” Art Exhibit, The Pump House, 2005-2006
- Viterbo University Cum Laude Graduate, 2003
- Exhibited in Viterbo University's Touchstone Magazine and All Student Show, 2000-2003
- Golden Web Award, 2002
- Viterbo University Center for Ethics Typographic Design Consultant, 2001

Portfolio

Personal Portfolio - www.davidpaulellenwood.com

References

Available on Request