



PROFESSIONAL SUMMARY

Extensive experience as a Graphic & Production Artist in the printing, publishing, advertising/marketing, financial, and benefits administration industries. Skilled at formatting and prepress print production in high volume deadline driven studios. Supply vendors with perfect digital files for four color offset printing and digital color printing. Capable of “mechanicalizing” or rebuilding an art director’s layout with changes/rebuilds and clean-ups for accurate file preparation. Experience building print and web files while adhering to client branding standards. Accomplished photographer, photo illustrator and graphic designer with strong type sensitivity.

Software Proficiency

Adobe Creative Cloud:
InDesign Photoshop
InCopy Acrobat
Illustrator

Working Knowledge

Microsoft Word Microsoft Excel
activeCollab Microsoft PowerPoint
Squarespace iMovie

Specialized Skills

Graphic design	Print production	Mock ups
Layout & formatting	Web production	Branding
Font & color management	Direct mail	On-line video
Photo resampling/retouching	PDF workflow	Packaging

PROFESSIONAL ACHIEVEMENTS

- Expert preparing print production files with Adobe InDesign
- Lead startup companies providing support, leadership and cost saving measures
- As a “one man studio” I generated accurate print-ready files and created presentations, mock ups and comps for clients and new business
- Developed, implemented and monitored a file naming convention and work flow procedure that lead to quick file retrieval and job turnaround
- Maintained client digital files including: consistent naming convention, folder hierarchy, proper storage and cataloging
- Experience formatting foreign languages from translated copy
- Managed corporate branding campaigns, maintained collateral consistency for client signage, advertisements and POPs, and provided image support for client websites
- Trained and managed new hires and freelance help according to studio policies and procedures
- Successful self promotion by building my own website utilizing online blogging software and social media

PROFESSIONAL EXPERIENCE

Mercer, Norwood, MA 2011–present

Senior Production Artist - Provide print/web production deliverables for Mercer’s clients for investment, retirement and health & benefits products for human resources and related services. Team player able to manage and prioritize multiple projects in a fast-paced studio environment with emphasis on quality control and accuracy. Build, maintain and release digital files (print and web) to branding guideline standards and specs. Work in a PDF/InCopy workflow environment while being responsible for most print files releasing to printers. Also, able to create interactive PDFs, product comps and produce mounted presentations for new business development.

Freelance Graphic Artist 2008–2011; Successful freelance graphic artist providing graphic design, print production and web deliverables for Boston and Providence area clients:

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|-----------------|----------------------------|--------------------|----------------------------------|
| • W.B. Mason | • Marketing Drive | • Brand Content | • Roslindale Village Main Street |
| • Catalyst B2B | • Boston Globe/Boston.com | • Stringer | • Roslindale Open Studios |
| • BBK Worldwide | • Coull/Sandstedt Creative | • The Belli Group | • Soulful Body Fitness |
| • Mullen | • Staples | • Holmes Group/Kaz | • Jimmies Ice Cream |

Hill Holliday Advertising, Boston, MA 2005–2008

Mac Production Artist - Provided print materials for John Hancock Financial — life insurance, retirement investing and long-term care insurance

Studio Production Artist - Provided formatting, layout and file releases for print deliverables

Clients included: Dunkin Donuts, Harvard Pilgrim, Liberty Mutual, Covidien, Bank of America

Scudder Investments, (now DWS Investments) Boston, MA 2004-2005

Print Production Artist - Provided print production for collateral and investment product packages.

Baldwin/Clancy/Rogan Advertising (formerly Baldwin & Stone, Inc.), Needham, MA 2003

Studio Manager/Mac Production Artist - Provided studio leadership and print production deliverables

Clients included: Amerlux, Boston Federal, CitiStreet

Baldwin & Stone, Inc., Cambridge, MA 1994–2003

Studio Supervisor/Mac Production Artist - Oversaw all studio functions and provided print production deliverables

Clients included: W.B. Mason, Watts, Wolfers, Apogent, Boston Federal, Symmons, State Street Global Advisors, CitiStreet, Standard Electric

EDUCATION

Swain School of Design,
New Bedford, MA
BFA Graphic Design/Photography

Boston Neighborhood Network
Certificate - Studio
Production & Crew

Social Media Magic University
Certificate - Social
Media Specialist

Maximize Your Channel
Course completion -
YouTube Creator Academy

PROFESSIONAL MEMBERSHIPS/ORGANIZATIONS

InDesign Users Group
Boston Chapter

Boston Neighborhood Network
Local cable access

Roslindale Village Main Streets
Marketing Committee

Roslindale Open Studios
Participant and organizer