



PROFESSIONAL HISTORY

Freelance Designer/Illustrator: Bossman Graphics (September 1987 - Present)

Over 20 years of experience, successfully building a long and varied client list. Designing everything from logos and ID packages to web sites, sales brochures, gig posters, packaging and CD covers.

- Designed, from the ground up, *Fare*, a successful business-to-business magazine with a rapidly growing subscription base.
- Chosen to rebrand *The Weekly World News* and Dean Valentine's *Comedy.com*.
- Created illustrations for national newspapers and magazines, as well as children's books.
- Poster designs featured in *The Art of Modern Rock* (Chronicle Books, 2004).
- More than 10 years of web site design experience.

Creative Director, Marketing: Star Farm Productions, Chicago, IL (May 2005 - July 2008)

Creative director for a media company with over 15 properties in development and production, including publishing, television, licensing and new media.

- Created product concepts and merchandising materials for all 1500 Target Stores; an exclusive program which generated more than \$6M in retail sales in an eight-week period.
- Designed logos and related materials for media properties that were sold to over a dozen publishers worldwide, including Simon & Schuster, Little Brown, Houghton Mifflin Harcourt and Candlewick Press.
- Designed or led design of property logos, graphics for the *Edgar & Ellen* animated series, book covers, promotional materials, POP displays, property web sites, and online communities.
- Created style guides and oversaw product designs by a wide range of licensees.
- Managed and served as mentor to a team of junior graphic designers and design interns.

Senior Graphic Designer: DoubleTake Design, Chicago, IL (August 2004 - May 2005)

Senior graphic designer for a independent visual communications company with a wide variety of clients. Worked directly with client contacts, printers and copywriters to create logos, advertising, annual reports and corporate identity programs.

- Created conceptual package designs for General Mills products.
- Designed ground-up identity programs for new clients, including brainstorming company names and developing brand plans.
- Created extensive identity package for largest client's name change.
- Conceptualized and designed promotional giveaways for clients as well as the studio itself.

Senior Graphic Designer: Cyborg Systems, Inc., Chicago, IL (April 2001 - July 2004)

Led graphic design for a multinational HR software developer, with offices on five continents and a sales staff in the hundreds.

- Reassessed the dated brand and created a new, contemporary and coherent visual identity.
- Designed logo, style guide, advertising program and marketing materials for first product launch in over 10 years.
- Managed, reviewed and hired design staff.

Senior Graphic Designer: FreeZone, Chicago, IL (June 1999 - March 2001)

Hired as an art director for Thompson Target Media's ground-breaking children's web site; promoted to senior graphic designer in charge of all print within a year.

- Managed design and production of nationally syndicated newspaper insert, found in over 100 markets – reaching 4 million homes and 5,000 classrooms.
 - Hired and directed freelance illustrators and designers.
 - Created logos and illustrations for both print and web use.
-

Graphic Designer: Cull Design Group, Grand Rapids, MI (March 1998 - June 1999)

Designer/illustrator for award-winning design studio.

- Brought in largest client—Meijer Inc.—and served as creative mentor to the client’s design team, holding weekly critiques of their work.
- Created successful retail campaign for Meijer Inc. Halloween program, including logos, store signage and print advertising.
- Renamed and created logo for Meijer Inc. sporting goods department.

Graphic Designer: RC Productions, Muskegon, MI (May 1997 - March 1998)

Graphic designer for a successful regional advertising agency.

- Designed a new logo for the UHL hockey team, the Muskegon Fury, which quickly grew into a popular license.
- Conceptualized, wrote and designed outdoor advertising campaigns.
- Managed and designed largest client’s weekly print advertising and oversaw production team.

Conceptual Designer: Meijer Inc., Grand Rapids, MI (August 1994 - May 1997)

Initially hired as a production specialist for one of the Midwest’s largest retailers; hand-picked by management to rebuild creative team after 18 months.

- Created promotional logos, print advertising, store signage, advertising promotions, and special projects.
- Art directed five in-house magazines, directed numerous photo shoots, and managed their production.
- Hired and supervised freelance designers, illustrators and copywriters.

RELATED SKILLS

- Exceptionally skilled in **Adobe Creative Suite 4, Quark Xpress, and Dreamweaver**, as well as the **Microsoft Office Suite**.
- Award-winning illustrator.
- Excellent copywriting skills.
- Experienced manager.

EDUCATION

BFA in Graphic Design from Michigan State University

AWARDS & ACHIEVEMENTS

- **2009 Gold Award for Cover Illustration** from the Parenting Publications of America (PPA).
- **2007 Bronze Award for Interior Illustration** from the Parenting Publications of America (PPA).
- Work shown in several poster design shows including *The Dirty Show Detroit*, *SwearBears CBGBs Benefit* and *The Art of Musical Maintenance I-III*.
- One of 100 international artists and designers chosen to launch Start Mobile’s *New Art for Mobile Devices* project.

LINKS

Portfolio Site: <http://www.bossmangraphics.com>

Blog: <http://bossmangraphics.tumblr.com/>

Gigposter Gallery: <http://www.gigposters.com/designers.php?designer=10725>
