

# gregory shaffer

GRAPHIC DESIGN • CORPORATE IDENTITY • WEBSITES

4017 Hazeljack Drive | Bethel Park, PA 15102 | 412.595.7861 (p) | **412.667.8576 (c)** | [www.gregorydesign.net](http://www.gregorydesign.net)

## **EDUCATION:**

### **Art Institute of Pittsburgh, Pittsburgh, PA**

**07/95 – 07/97**

Associate in Specialized Technology Degree

Majored in Computer Animation/Multimedia

Course work: 3D Studio, 3D Studio Max, Adobe Photoshop, Director, Traditional Cel Animation

### **Pennsylvania College of Technology, Williamsport, PA**

**01/92 – 12/93**

Courses of work: Landscape/Nursery Design

## **EMPLOYMENT:**

### **Gregory Design, Pittsburgh, PA**

**06/06 – Present**

Owner/Graphic Designer (freelance)

Software: Adobe Acrobat, Adobe Distiller, Adobe Illustrator, Adobe In Design, Adobe Photoshop, Dreamweaver, Flightcheck, Microsoft Office (Entourage, Excel, Powerpoint and Word), QuarkXPress

- Design collateral pieces such as flyers, banners, brochures, corporate identities, logos, postcards and other advertising for clients
- Maintain client relations in Pittsburgh, PA, Las Vegas, NV, and Midlothian, VA
- Work with printers and other vendors in Las Vegas, NV to complete timelines, deadlines and any problems
- Provide invoices, estimates and other documentations to clients
- Create new client relations by designing and distributing self promotion
- Design layout and interfaces for websites
- Work with freelance web designers on functionality and completion of websites

### **Levy MG, Pittsburgh, PA**

**01/07 - 01/09**

Art Director/Senior Graphic Designer (full-time)

Software: Adobe Acrobat, Adobe Distiller, Adobe Illustrator, Adobe In Design, Adobe Photoshop, Dreamweaver, Flightcheck, Microsoft Office (Entourage, Excel, Powerpoint and Word), QuarkXPress

- Design collateral pieces such as flyers, banners, brochures, corporate identities, logos, postcards and other advertising for clients
- Design layout and interfaces for websites, eblast, e-newsletters, web banners
- Work with web designers on functionality and completion of websites
- Maintain client relations - meetings to discuss past work, existing work, future work
- Work with printers and other vendors to complete timelines, deadlines and any problems
- Work with freelancers to complete jobs in a timely, orderly fashion

# gregory shaffer

GRAPHIC DESIGN • CORPORATE IDENTITY • WEBSITES

4017 Hazeljack Drive | Bethel Park, PA 15102 | 412.595.7861 (p) | **412.667.8576 (c)** | [www.gregorydesign.net](http://www.gregorydesign.net)

## **MassMedia, Las Vegas, NV**

**07/04 – 06/06**

Art Director/Graphic Designer (full-time/freelance)

Software: Adobe Acrobat, Adobe Distiller, Adobe Illustrator, Adobe In Design, Adobe Photoshop, Dreamweaver, Flash, Flightcheck, Microsoft Office (Entourage, Excel, Powerpoint, Word), QuarkXPress

- Design ads, flyers, brochures, postcards, banners and other creative for commercial real estate, mortgage brokerage firms, law offices and government officials and other businesses
- Meet with clients to discuss direction of work, paper stock, time lines, issues and other necessities
- Set time lines for job completion with clients, printers and mailing houses
- Pre-press all jobs to meet requirements for printers and mailing houses
- Created policies and procedures for graphic department
- Interviewed and evaluated web and print designers, both freelance and fulltime

## **Harrah's Brand Marketing/AGT•Seven, Las Vegas, NV**

**02/03 – 07/04**

Production Artist/Prepress Specialist (full-time)

Software: Adobe Acrobat, Adobe Distiller, Adobe Illustrator, Adobe Photoshop, Flightcheck, QuarkXPress

- Layout, production and Prepress of graphics for printed material and advertisements
- Consulted with supervisors, managers and graphic department regarding production schedule and related issues
- Assisted other artists in completion of daily job projects and troubleshooting problems

## **Spectrum Marketing, Carlsbad, CA**

**02/00 – 11/02**

Graphic Designer/Prepress Specialist (full-time)

Software: Adobe Acrobat, Adobe Distiller, Adobe Illustrator, Adobe In Design, Adobe ImageReady, Adobe Photoshop, Flightcheck, Preps 4.1, QuarkXPress

- Layout, design, Production and Prepress of graphics for printed material and advertisements
- Managed multiple projects and scheduled time accordingly to meet individual deadlines
- Developed a system for archiving past and current department files
- Consulted with supervisors, managers and graphic department regarding production schedule and related issues
- Managed other artists in completion of daily job projects, schedules and troubleshooting problems

## **Accuweather, State College, PA**

**11/97 – 7/99**

Graphic Artist (full-time)

Software: Adobe Acrobat, Adobe Distiller, Adobe Illustrator, Adobe Photoshop, QuarkXPress

- Layout weather map, copy and other graphics for printed weather pages and television for national and international television and newspaper
- Managed multiple projects and scheduled time accordingly to meet individual deadlines
- Consulted with supervisors, managers and graphic department regarding production schedule and related issues
- Assisted other artists in completion of daily job projects, schedules and troubleshooting problems