

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

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:

Garrett Creative, Pittsburgh, PA

03/10 – 06/10

Creative Director (full-time)

- Creative Direction • Design Management • Trend Research • Branded Communications • Style Guides
- Integrated Marketing Programs • Social Media Campaigns • Experiential Programs • Tradeshow Strategies

Responsible for developing and executing the creative strategy for both our B2B and consumer segments. Deep experience in developing and delivering integrated marketing campaigns that drive business results and revenue objectives. Creative management experience, with the ability to lead multiple creative teams including: interactive/print designers, copywriters, project managers and agencies. I have a demonstrated understanding of leveraging design solutions to demonstrate brand differentiation in a highly competitive mediascape.

- Led the development of workflow processes to increase departmental productivity
- Managed creative budget and utilize fiscal management to assure cost optimization
- Delivered new employee orientations and led staff development
- Responsible for the creative strategy for the Advertising & Interactive divisions

Gregory Design, Pittsburgh, PA

06/06 – 03/10

Owner/Graphic Designer (freelance)

- Creative & Design Management • Creative Brand Identity • Style Guides • Social Media Campaigns
- Tradeshow Strategies • Print Management

- Creative direction and conceiving
- Website design and development
- HTML email design and development
- Design and development for promotional print materials
- Brand identity development
- Marketing strategy consultation
- Collateral materials for both print and online
- Working directly with copy writers as well as occasional editing
- Photoshoot direction and working directly with photographer
- Proofing production samples

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Levy MG, Pittsburgh, PA

01/07 - 01/09

Art Director/Senior Graphic Designer (full-time)

- Concept development and creative direction of all company marketing materials, including
- Promotional brochures, books, and sales presentations
- Branding/identity design for new products
- Point-of-purchase and tradeshow display
- Creating new and refreshing former stationary systems for company brands
- Developing websites
- Photoshoot direction for packaging/marketing campaigns
- Copy input and editing, and product/new company naming
- Supervision of junior designers, freelancers, and vendors
- Oversaw project production and proofing working with outside production managers

MassMedia, Las Vegas, NV

07/04 - 06/06

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

- Executed integrated marketing projects from initial concept development through final production for
 - print (brochures, advertisements, direct mail packages, promotional materials)
 - web (microsites, banners, Flash animations, site mapping)
- Worked both independently and in collaboration with other art directors
- Involved in team brainstorming sessions on concept development
- Worked with copywriters and photographers on project execution
- Supervised and directed both staff and freelance designers and production artists
- Directed photoshoots
- Attended press checks

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

02/03 - 07/04

Production Artist/Prepress Specialist (full-time)

- 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)

- 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

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REFERENCES:

PENNSYLVANIA

Chris Crawford (Web Designer: Creative Visions) **724-250-2909**

68 West Maiden Street
Washington, Pennsylvania 15301

Daniel Kerekes (Senior Art Director: Levy MG) **412-855-3495**

1253 Megown Drive
South Park, Pennsylvania 15129

Danielle Harshman (Media Consultant: Creative Visions) **724-250-2909**

240 Hooks Lane
Canonsburg, Pennsylvania 15317

Ed Rombout (Owner: Rombout Photography) **412-481-1946**

18 Terminal Way
Pittsburgh, Pennsylvania 15219

NEVADA

Art Greene (Owner: Vertical Media) **702-807-6045**

10624 South Eastern Avenue Suite A
Henderson, Nevada 89052

Ashley Massi (Owner: Paisley Dreams) **702-375-3266**

2517 Libberton Street
Henderson, Nevada 89044

Gregg Schell (Accountant: Hart & Hunington) **702-372-1756**

7412 Red Swallow Street
Las Vegas, Nevada 90131

Mitch Hanson (Sales Representative: The DOT Printer) **702-622-2928**

2394 Brockton Way
Henderson, Nevada 89074

Paula Yakubik (Owner: MassMedia) **702-433-4331**

4065 East Post Road
Las Vegas, Nevada 89120

Robert Massi (Owner: Robert Massi & Assoc.) **702-870-1100**

11201 South Eastern Avenue Suite 200
Henderson, Nevada 89052