

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 – Present

Creative Director (full-time)

Software: Creative Suites 4 (Acrobat, Illustrator, In Design, Photoshop, Dreamweaver),

Microsoft Office (Entourage, Excel, Powerpoint and Word)

- Branding, advertising and interpret a client's communications strategy
- Develop proposed creative approaches and treatments
- Initiate creative ideas for and from everyone involved in the creative process
- Work with printers and other vendors 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

Gregory Design, Pittsburgh, PA

06/06 – 03/10

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 and website interfaces for clients
- Maintain client relations in Pittsburgh, PA, Las Vegas, NV, and Midlothian, VA
- Work with printers and other vendors 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
- 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 for clients
- Design layout and interfaces for websites, eblast, e-newsletters, web banners
- 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

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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 full-time

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
- Assisted 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