

CALVIN WAYNE

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Seeking challenge

GRAY II

through employment in a design position that will allow me to utilize my print/digital design skills and marketing knowledge, within a team that values quality design and enterprising thought.

Education

Rochester Institute of Technology

Rochester, NY 1998-2002

Bachelor of Fine Arts / Graphic Design

Graduated with honors, GPA 3.5 (0 to 4.0 scale)

Associates in Applied Sciences, Illustration

Graduated with honors, GPA 3.5 (0 to 4.0 scale)

Professional experience

Illustrator / Designer

Media General, RTD, July '10 - Present, Richmond, VA

Design support for internal/external RTD promotions, as well as several advertising client accounts, from conception to execution. I also illustrate for the commentary section of the RTD, and act as illustration support for all other engaged projects.

Senior Designer

Gusto Design, Wellington, NZ Mar '10 - June '10

Worked in solo and team efforts with a fully-staffed design studio to execute creative for a vast variety of clients, from creative brief to final product delivery. Executed design for both digital media and prepress. I was involved in concept work, design, artwork and production in a fast-paced environment; managing several projects on a daily basis. I reported to and act as consultant to the creative director, art director and GM.

Graphic Designer

Baseline, Wellington, NZ Nov '09 - Mar '10

One of two contract designers responsible for a series of design projects; executing all necessary design work, client interaction, customer service, editing and final product delivery.

Contract Designer / digital-print

Phillips Marketing & Assoc, Va beach, VA Jan '09 - Oct '10

Primary designer for all marketing projects initiated by Phillips Marketing & Associates. Collaborate with marketing manager and clients to develop various design projects required to fulfill marketing contract plans.

Advertising, Promo & Web Designer

Link Adv & Promo dept, Landmark Communications, Norfolk, VA '06-'08

Promoted to the position of designer for the team launching a new publication for the youth market in Hampton Roads, VA. Collaborated with a sales account executive to produce print ad campaigns for half of all accounts advertising in the publication. Directly responsible for conceiving and developing the design of campaigns while building and maintaining client relationships. Also developing and establishing promotional branding for the publication. Implemented brand design throughout all promotional materials, print and digital.

Skills

Software: Adobe CS2-CS4 entire Suite, high level of proficiency with Photoshop, Illustrator, InDesign, Flash & Fireworks.

QuarkXpress. Alias Maya 3D imaging. Work frequently with both MAC and PC platforms.

Web Development: HTML, CSS, Actionscript.

Functional beginner with Javascript, XML and PHP.

Illustration: Varied styles using traditional mediums executed in production with imaging software.

Advertising Designer / Online Producer

Innovation Team/Adv dept, Landmark Communications, Norfolk, VA '05-'06

Promoted to be the primary designer within a team responsible for the development and implementation of The Virginian-Pilot newspaper's business-to-business advertising and communications. Designed and executed all branding materials in this effort, including ad campaigns and a new web site.

Flash Designer / Extra-contractual Freelance

Landmark Communications, Norfolk, VA '05

Was hired on contract to work as a part of a two man team to conceive and develop a Flash application for streaming video web tutorial. Collaborated with an XML developer to link design and Flash work with XML structure.

Advertising Designer / Clipper Advertising

Landmark Communications, Norfolk, VA '03-'05

Responsible for all ad conception and design-related activity. Teamed with sales executive to build and maintain client relationships for all accounts within my given territory of the Clipper publication's distribution area.

Graphic Designer / Freelance

PBS / WHRO TV 15 Norfolk, VA, Summers '01, '02

Executed several internal advertisement promotions from conception to finished product. Also, collaborated with staff marketing director, copywriter and lead creative director in fund raising campaign initiatives.

Web Designer

Make-a-Wish Foundation / E.S.P.R.I.T, Rochester, NY '02

Responsible for conception, design and branding of a web site to promote a collaborative fund raising initiative involving both the foundation and RIT students. Also, working with a team of programmers for coding development.

Art Director

Reporter Magazine / RIT, Rochester, NY '01-'02

Responsible for all aspects of layout and design for a weekly, full color, 36 page, college-life glossy magazine. Initiated a redesign overhaul of the style of the magazine upon employment. On a weekly basis, developed original editorial image content by working closely with magazine section editors for conception. Then collaborating with a photo editor, photo staff and a list of freelance illustrators for execution. In finale, managing and collaborating with a team of four designers for layout development, design and pre press; while overseeing and approving all aspects of the final product.