



9301 Raintree Lane Charlotte, NC 28277 • 704.846.1281 • email: dwade@carolina.rr.com

■ Career Summary

Highly creative and multi-talented **Graphic Designer** with extensive experience in marketing and print design. Reliable, dependable, fast and detail-oriented. Exceptional ability to effectively communicate with clients from concept to finished product. Dynamic team player. Extremely effective at organizing departments and implementing procedures to increase production. Exceptional proficiency in computer skills. Highly motivated to learn new technologies and skills. Passion and drive balanced with a great sense of humor.

■ Freelance Clients - 1999-present

Established a successful freelance business creating logo designs, letterhead, business cards, print ads, corporate folders, brochures, newsletters, posters, signage and other collateral material for various clients and events. Clients include:
- Loeffler Ketchum Mountjoy, Oui Marketing, Inc., Boone Oakley Advertising Agency, Sterrett Dymond Advertising Agency and First Union/Wachovia Creative Services

■ Professional Experience

Loeffler Ketchum Mountjoy Advertising, Charlotte, NC, 1990-1999

Studio Manager

Key Achievements:

- Successfully managed graphic arts studio comprised of five designers, providing support for Creative Director, Art Directors and Account Services.
- Introduced an agency-wide system of employee reviews which boosted employee incentive.
- Proposed and implemented agency-wide internship program.
- Served on committees such as Internal Communications, Education and Training, and a Traffic Coordinator Committee which established requirements for and interviewed candidates for the position.

Loeffler Ketchum Mountjoy Advertising, Charlotte, NC, 1988-1990

Graphic Designer

Key Achievements:

- Worked closely with Creative Director to design and produce award winning ads.
- Efficiently coordinated the production of large client presentations and award-show entries.
- Effectively performed under deadline-driven conditions.

Belk Brothers, Charlotte, NC, 1987-1988

Art Director

Key Achievements:

- Responsible for design, production and coordination of advertising for newspaper and special printed materials.
- Supervised 4 artists.
- Developed and implemented new ad formats to obtain a more consistent corporate image.
- Assisted in the establishment of trafficking procedures to organize and streamline ads to better meet deadlines and increasing workloads.

Positions held prior to 1987

- Belk Brothers, Charlotte, NC, Graphic Artist
- Griswold Advertising Agency, Cleveland, Ohio, Production Artist
- The Diamond Department Store, Charleston, WV, Fashion Illustrator
- Kings Island Amusement Park, Cincinnati, OH, Signage Manager

■ Educational Background

- Bachelor of Fine Arts in Graphic Design, Summa Cum Laude, Ohio University, Athens, Ohio
- Final Cut Pro, CPCC Corporate & Continuing Education, Charlotte, NC
- Audio Engineering, CPCC, Corporate & Continuing Education, Charlotte, NC
- Motion/Final Cut Pro, OneToOne Training, Apple, Charlotte, NC

■ Technical Proficiency

MAC OSX, Adobe CS3, Quark, Adobe Acrobat, Final Cut Pro, Motion, After Effects, DVD Studio Pro, Flash, Fireworks, Word, Power Point, Excel, iMovie



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References:

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