

Resume

DIRECT MAIL

Preview samples of direct mail and marketing.
(Click Image). **PAGE 3**

BRANDING

Preview samples of logo revamps and design.
(Click Image). **PAGE 4**

ART/DESIGN

Preview samples of drawing, painting, etc.
(Click Image). **PAGE 5**



A conscientious, creative and experienced Graphic Designer seeks a full time position with your organization. See page 2 for details.

FIRM HIRES ROCKSTAR GRAPHIC DESIGNER & PROFIT MARGIN EXPLODES!

HIRING MANAGER BLOWN AWAY BY HIS APPROACH & ENDS SEARCH TO MAKE PHONE CALL!

By Erik Loverde

CAREER SUMMARY – During the course of my career I have had the opportunity to be a Traffic Coordinator, Production Artist and Art Director. My passion for art and graphic design has been a part of my life since I was a child and at 12 years old I began my formal studies in the arts. My passion has carried me through college to complete my Associates Degree through to my career today. I am a dedicated, creative and organized individual who prides myself in my ability to solve problems and use my skills and talents to communicate a client's message using all of the various elements of graphic design, layout and composition effectively.

CAREER ACCOMPLISHMENTS

- Supervision of production staff of at least 5 people and submitted daily progress reports to company owner
- Interpret and visually communicate client ideas with images using artistic ability and technical skills.
- Create effective custom direct mail ads for magazines and branding collateral from concept to completion
- Produce vector artwork necessary to produce manufactured products in Adobe Illustrator
- Production of die-cut stickers and plot-cut vinyl graphics, POP displays, etc. for major Action Sports industry clients.

- Produce and laminate high quality full color graphics using Cannon 6100 & 5100 wide format 12 color printers
- Shoot and edit custom digital photography for catalog, web and proofing process using DSLR camera in Photoshop.
- Quality control of materials to be produced to prevent errors on end product with high attention to detail
- Composed training manuals, internal materials and S.O.P.'s for various positions.
- Coordinate with Web Developers to provide graphics and monthly updates for website
- Maintain relationships with brokers, vendors, sales reps and clients to provide great service and products to end-user.
- Use of QuickBooks and Excel to create reports tracking project status to achieve internal deadline goals
- Write up, process and track each job using supplied estimates, client purchase orders and internal standards.
- Administrative duties such as production of reports, answer phones, filing, email and running errands as needed.

EMPLOYMENT HISTORY –**Menu Printers, Inc. – Director of Creative Services**
9/2010 – 2/2013

Responsible for the creation of a proofing process to ensure adherence to pre-established company standards as well as accuracy of finished products and client satisfaction before production. Traffic coordination and tracking of all jobs from beginning to end in order to assure accuracy in production and timely completion of products.

Savings in OC Magazine – Art Director

11/2007 – 9/2010

In this small publishing firm I reported directly to the owner. Responsible for creating more efficient ways to generate and produce ads to increase overall profitability and customer satisfaction. Re-branded company materials to give a clean, modern look to new potential clients and targeted marketing demographics. Also responsible for hiring of production artists and leading a team of designers.

Erik Loverde Graphic Design – Freelance Designer

6/2006 – 10/2007

As a freelance graphic designer I have worked both independently and at agencies to collaborate with clients to estimate, design and produce press-ready files as well as broker and purchase printing, materials and services necessary to satisfy clients.

United Agribusiness League – Admin. Assistant

4/2004 – 5/2006

Integral in instituting a policy of in-house design saving this non-profit organization thousands of dollars in marketing costs and helped to revamp the branding of the company and its affiliates. Created and managed a database that was capable of interfacing with AS400 software in Access 2000 and managed marketing materials, which were delivered to clients. Filled orders with outside reps for marketing collateral and ordered product. Developed a marketing campaign in which I created and sold advertising space to membership to help pay for printing of the annual membership directory which involved email, direct mail and follow up phone calls to targeted membership.

Versicolor, Inc. – Assistant Production Supervisor

3/2001 – 12/2003

A successful print vendor catering to the Action Sports Industry leaders where I was involved in client and vendor communications, order fulfillment and shipping/receiving product. Successfully created a filing system for overage samples and reorganized production and artwork materials for future use. Tasked with training new employees on finishing procedures and interacted with clients and vendors on a daily basis to ensure accurate production and client satisfaction.

SOFTWARE FLUENCY –

- PC/Windows or Mac OS
- Adobe Creative Suite versions 1 - 5
- Quark Express
- Microsoft Office Suite (Mac or PC)
- QuickBooks
- PDF Converters, Web Browsers, FTP Sites

EDUCATION –**NOCCD Anaheim Campus – Certificate Spring 2011**

- HTML Web Design • Adult Education

Saddleback College – A.S. Degree • 2005**Graphic Design**

- Phi Theta Kappa Honor Society
- Graduated Cum Laude
- Member of the Dean's List

Dana Hills High School – Diploma • 1996**General Studies**

- Participant in the South Orange County School of the Arts (SOCSA) Program
- Graduated top 25% of class

Otis/Parsons School of Design – Certificate Fall 1996

- Portfolio Prep Course • Continuing Education

Capistrano R.O.P. – Certificate Fall 1995

- Graphics/Offset Printing • Adult Education

PORTFOLIO –

Please email me at the address below or call to schedule an interview. You may also download a copy of my portfolio by clicking the link below:

<http://ealgraphics.files.wordpress.com/2013/02/portfolio.pdf>

ACT NOW!
LIMITED TIME OFFER!

CALL ME TODAY AT:

(714) 873-0051

to schedule an interview and
portfolio review.

You may also send me an
email me at:

ealgraphics@yahoo.com

 **erik loverde**
graphic design

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SOMEONE ELSE DOES!**

LAYOUT DESIGN OF MARKETING COLLATERAL

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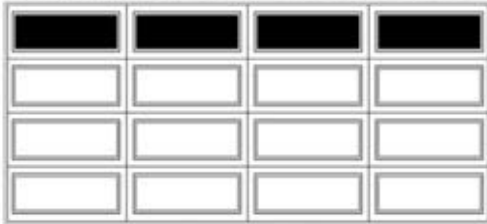


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