

**SYNOPSIS** Multimedia designer with nine years of marketing experience and a passion for developing innovative concepts. Skilled in creating a wide variety of media such as advertisements, brochures, brand identity systems and Web pages for multiple markets including Fortune 500 companies, in-house design agencies and freelance clients. Highly organized with proven project management skills. Self-starter with the ability to work independently in a collaborative team environment. Thrives in situations requiring creative problem solving and loves coming up with new ideas to “wow” the client.

**EXPERIENCE** 2007 – present

***Art Director/Designer***

*Freelance, Richmond, Virginia*

Design branding and marketing materials for a variety of businesses. Meet with clients to determine objectives and develop strategies to achieve their goals. Create and manage schedules while working independently on projects from start to finish. Conduct photo research and collaborate with clients to flesh out copy. Present ideas, concepts and final designs for approval.

Clients include: Farm Bureau Insurance, IPsmarx Technologies and Buz and Ned’s BBQ.  
Media includes: advertisements, brochures, booklets, identities, and Web pages.

2008 – 2009

***Art Director/Designer***

*Genworth Financial, Richmond, Virginia*

Collaborated with the communications manager to create multimedia marketing materials for the annuities business. Responsible for developing ideas, presenting concepts to the customer, researching photos, purchasing images needed, creating artwork, sending files to print, communicating with vendors to ensure the work was produced/uploaded correctly and reviewing proofs.

Media included: direct mail, brochures, posters, postcards and flash banners.

2001 – 2008

***Senior Graphic Designer***

*Capital One Financial Corporation, Richmond, Virginia*

Collaborated with the creative director, copywriter and print vendors to produce designs that were compelling, cost-effective and within brand image. Managed schedules and deadlines on several, concurrent projects. Directed and coordinated contractors to maintain effective workflow control. Developed, tested, communicated and implemented new production techniques and processes that reduced cycle time and improved quality. Created and conducted highly persuasive presentations for senior leadership team. Founded and facilitated a design forum across several creative teams to build relationships and share information.

- Designed a winning package with a 10% response lift.
- Saved over \$250k in yearly printing costs.
- Initiated process improvements to decrease file touch time by 15%.
- Created an issue resolution process that increased direct mail quality and flexibility.
- Designed a time tracking system to capture metrics and monitor process success.

Media included: logos, envelopes, brochures, buckslips, and forms.

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2000 – 2001

**Graphic Designer**

*eMarketWorld, Incorporated, Richmond, Virginia*

Managed several projects under tight deadlines in a fast-paced environment. Developed brand identities for business-to-business trade show conferences. Conceptualized, designed and executed direct mail and trade show materials. Prepared files for print and reviewed vendor proofs for accuracy.

Media included: self-mailers, brochures, prospectuses, programs and publication ads.

1999

**Production Artist**

*Atlantic and Hastings Printers, Incorporated, Salisbury, Maryland*

Designed a wide range of printed materials. Worked on files from concept to final design. Prepared files for pre-press. Assisted in the production of vendor proofs, match prints and plates. Coordinated proof reviews with clients.

Media included: brochures, flyers, menus and calendars.

EDUCATION **Bachelor of Fine Arts: Communication Arts and Design, emphasis in Graphic Design** from Virginia Commonwealth University in Richmond, Virginia. Graduated Cum Laude.

DEVELOPMENT

- Web Design - Virginia Commonwealth University, Richmond, Virginia.
- Flash, Dreamweaver and CSS classes - Techead, Richmond, Virginia.
- Photoshop, Illustrator and InDesign classes - Techead, Richmond, Virginia.

AFFILIATIONS Richmond Ad Club, Richmond Adobe User Group, and HYPE Richmond.

SKILLS Adobe CS3 Photoshop, Illustrator, InDesign, Quark XPress, Microsoft Office and Visio. Knowledge of Flash, Dreamweaver, HTML, CSS and ActionScript 3.0.

PORTFOLIO Please visit [www.jruark.com](http://www.jruark.com) for portfolio samples.