



### Art Direction Experience

- Design direction/branding based on a thorough understanding of the client, their product or service, and the competition, in relation to the marketing direction. Layout and design of coordinating communications which include catalogs, print collateral, print and television advertising, web, outdoor, packaging, p.o.p. and direct mail.
- Art direction includes concept development, design, layout, typography, paper, scheduling, budget considerations, film and printing.
- Client base have included business to business, consumer/retail, and non-profit organizations.

### Management Experience

- Development and adherence to budgets.
- Campaign concept coordination with agency staff, department managers, outside vendors and clients.
- Hiring and coordination of outside vendors, such as artists, illustrators and photographers, and other industry related resources.
- Coordinate art department activities, work schedules, and overseeing the design/layout of art directors utilizing the computers, from layout and prepress to final printing.
- Encourage art department employees to be aware of current trends and industry tools.
- Manage and operate a medium format digital photography studio.
- Color management of icc.profiles for all phases of pre-press operations including.

### Computer Experience

- QuarkXPress, Adobe CS2 InDesign, PhotoShop, Illustrator, Keynotes, Pages, Acrobat Professional, Dreamweaver, All Microsoft Office Programs and Strada 3D Studio Pro. If you can dream it... I can do it. (Both Mac and PC formats).

### Employment

- Senior Art Director/Lead Designer, 2/98 to 8/06 Family Christian Stores, Corporate Office, Grand Rapids, MI.
- Responsibilities include all aspects of catalog production, in-store signage, direct mail, magazine advertisements, special events promotion. From concept to completion, digital pre-press management and in-house digital photography studio.
- Senior Art Director/Department Manager 2/89 to 2/98, Woller, Cook and Misamore Advertising and Interactive Software Company Grand Rapids, MI
- Clients include ABB worldwide (Asea Brown Boveri), ABB Flake, ODL Incorporated, Hitachi Metals America, Ltd. Magnetic Materials Division, Dow Chemical, Dow Corning, Passetter Bank, Rapistan, Steelcase, Turnstone, Guardsman Products, Oliver Machinery, Cascade Die Casting, Owens Corning- Siding, Roofing and Insulation Divisions, Sargent and Greenleaf Lock Company, Grumman Trucks.
- Art Director/Illustrator/Keyliner, Photo Retoucher. 6/75 to 1/89 Jaqua Advertising, Grand Rapids, MI
- Clients include McGill Corporation, Johnson Corporation, Old Kent Bank, ODL Incorporated, Sealed Power Corporation, Muskegon Piston Rings, Sorenson Automotive, Thilmany Pulp and Paper Company, Thermo-Electron Corporation, Vartsila-Appleton Corporation, Shurfine Foods, Asgrow Seed Company, Clean Crop Chemical Company and Zimmer USA.

### Life Experiences

- I am married 28 years because of God's Grace, to my loving bride Henrietta, Together we have two daughters. Jeanette, age 25 and Erin age 22. Jeanette is married to Dr. Mike Maskill and they are currently living in Pittsburgh.
- We are members of Peace Reformed Church, in Middleville. I have served on the Consistory and I am currently in the Praise Team. We Love Music, Animals, All type Sports and Family Fun.