



## Experience

### TRiQ Inc.

Jan 2013 – Feb 2016

#### Creative Director

- Developed and maintained TRiQ's Brand Identity and associated sub-brands.
- Worked with Marketing Director to manage and design day-to-day market collateral needs including, but not limited to: ad slicks, catalogs, brochures, one sheets, posters, packaging, event materials, direct mail, and product labels
- Consulted on and developed various instructional materials
- Designed and helped manage development of company's website
- Developed, created and implemented trade show environments
- Created and maintained internal documentation
- Created UI for device graphic control interfaces
- Identified and fostered relationships with key print vendors throughout the United States

### J Carey Design

Jan 2003 – Present

#### Principal

- Boutique design firm specializing in the marketing needs of small businesses with services including creation of identity, websites, mobile app UI, display advertising, and marketing/promotional collateral
- Directs operations to ensure operational efficiency in sales and business growth including new business development, for a diverse customer base including law firms, real estate and insurance agencies, and restaurants

### CreativeLift

Dec 2005 – Jan 2008

#### Graphic Designer/Print Production Manager

- Produced visual and marketing collateral including logos, direct mail, print ads, websites and animated banner ads to create commercial awareness of products/services for clients such as Vonage, AOL and Charter Communications
- Implemented and maintained print production guidelines for staff and freelance designers, ensuring accurate and high quality work within budget and schedule
- Developed project and design templates for designers, checked and prepped all final print files for press, submitted print files to worldwide print houses

### E Talent Agency

Jun 2001 – Nov 2002

#### Graphic Designer/Production Artist

- Provided graphic design services as a freelance artist for Disney Consumer Products, and various ad agencies
- Responsibilities included layout design and pre-press file preparation of magazine advertisements, posters, billboards, video game packaging, manuals, and in-store displays for clients including Microsoft, Konami, Electronic Arts, Mattel (Hot Wheels), Uncle Ben's, Kal-Kan, Heineken/Amstel, and Coca-Cola

### Pure Brooks Design

Aug 2000 – Jun 2001

#### Graphic Designer

- Delivered creative design and layout of video package art, DVD inserts and disc art, magazine advertisements, movie release/event posters, as well as the design of title treatments for compilations and feature films for various entertainment companies

### Artgrafix

Dec 1997 – Feb 2000

#### Principal

- Owned and operated a graphic design company that created posters, flyers, brochures, and other print materials for clients including GMT Architects, The Institute of Contemporary Art Boston, Burke, Hegan & Associates, and a number of Boston entertainment venues

## Skills

Brand Identity	★★★★★
Web Design	★★★★☆
Web Development (HTML/CSS/Wordpress)	★★★☆☆
Mobile App UI Design	★★★★☆
Print Collateral	★★★★★
Direct Mail	★★★★★
Print Production	★★★★★
Banner Advertising	★★★★★
Package Design	★★★★☆
Image Editing/Correction	★★★★★
Photography	★★★★☆
3-D Modeling/Animation	★★★☆☆
Art Direction	★★★★☆

## Software

Mac OSX	★★★★★
Windows	★★★★☆
Adobe Photoshop	★★★★★
Adobe Illustrator	★★★★★
Adobe InDesign	★★★★★
Adobe Flash	★★★★☆
Adobe Dreamweaver	★★★☆☆
Microsoft Office	★★★★☆
Wordpress	★★★★☆