



# JOHNjFOLEY

Saint Louis, MO.

[www.portFOLEYo.com](http://www.portFOLEYo.com)

*Creative Design & Direction for Print, Web and Interactive Media.*

## Over 18 Years of Design Experience

- My mission is to contribute to the success of your company by being the best at what I do as a well rounded team leader, developing cutting-edge, striking visual concepts, energetic images and identities for print media and on-line distribution.
- I specialize in all areas of Design... Promotional Materials, Corporate Identity and Logo Design, Brochures to photo enhancement & retouching as well as Web Design and Flash Presentations.
- My Online portFOLEYo is full of diverse, creative, cutting edge designs for, both corporate and more informal and modern clientele.
- I approach each client with an open mind, heavily weighing the importance of the client's notions of what it is that they want to convey to the public. I design for the client, not myself.  
The combination of the clients ideas coupled with my expertise allows me to quickly capture and communicate, through my design or through a design team, the essential philosophy of a company or individual's message.
- I work extensively with all the latest Hardware and Software in the industry to insure seamless compatibility. With a Mac to my left and Dell PC to my right, my cross platform capabilities enable me to produce any type of piece for any type of media.

## AREAS OF FOCUS

### Team Leadership Skills

- I work well with everyone, whether it is working with them for them or under me.

### Multimedia:

- Flash Intros / Banners
- Flash Presentations
- Interactive Media

### Print design:

- B&W / 2 color / 4 color
- Corporate Identity
- Magazine / Annual Report
- Everything & Anything Print!

### Web design:

- Usability & Design
- Heuristic Evaluation
- Site Design & Updates
- Animated Logos & Banners

## EXPERIENCE

### 2007- Current

### TSI-Global - Saint Charles, MO

#### Creative Designer

Web and print design services, Reported to the marketing and sales departments. Starting with the re-branding of TSI-Global Identity and all creative communications from printed materials to complete re-design of their website using flash to interactively showcase TSI's services to its customers. Projects included were Corporate Identity, Brochures, Several Magazine Ads, and Vehicle Wraps (for TSI's fleet of Vans and Trucks)

### 2006- 2008

### AnchorPackaging - Saint Louis, MO

#### Senior Graphic Artist

Responsible for designing creative visual media for sales and marketing print materials, brochures, newsletters, catalogs, web design and support of company Web sites.

### 2005- 2006

### Meridian Enterprises - Hazelwood, MO

#### Design Director

Meridian is a travel and incentive based company similar to Maritz. Hired to provide interactive design and web development to raise the bar of interactive knowledge and to strengthen existing relationships for client incentive programs. Directed a staff of 2 designers and freelancers in creating the highest level of design for a more modern incentive approach combining web design and graphic email blasts with corporate identity, illustration, packaging and corporate materials.

### 2002- 2005

### RightWay Media - Fort Lauderdale, FL

#### Director of Interactive Media

Design and develop web-based business-card-size multimedia CD-ROM presentations and front-end website design.

### 2000- 2002

### TecFactory - Fort Lauderdale, FL

#### Director of Web Development

Originally hired as a Flash Designer, I was promoted to Director of Web Development in charge of leading a team of 4, Working with programmers, analysts, testers and customers to produce customized sites covering the whole spectrum of Web Media from Interactive Business Card CD's To Fully Interactive Flash Sites. Working primarily on projects for Investment banking and the financial industry .

### 1998- 2000

### A-1 Litho Printing - Fort Lauderdale, FL

#### Lead Designer

Responsible for designing an average of three 96 page magazines in 3 days every week. Weekly print run designing everything from business cards to brochures. As well as web.

### 1996-1998

### BRT Studios - Fort Lauderdale, FL

#### Art Director / Character Generation

C.G. Operator Creating 2-D & 3-D graphics for video feeding live graphics to 2 edit suites at the same time. Ultimately turning the position into a fully functional and billable design department providing everything relating to design, from Multimedia kiosks to 3-D animation.

### 1993-1995

### David Magazine - Fort Lauderdale, FL

#### Production Artist

Weekly production of a 25 y/o publication designing an average of 20-40 ads a day. Fast paced and design intense.

## EDUCATION

### 1991-1993

### Art Institute of Fort Lauderdale

Bachelor of Science in Visual Communications

## REFERENCES & SALARY REQUIREMENTS

Available Upon Request

## PROFICIENT IN THE FOLLOWING APPLICATIONS

- ADOBE CS4: Illustrator - Photoshop - InDesign - Flash - Dreamweaver - Acrobat
- QuarkX-Press 7 • CorelDraw 12 • 3D StudioMAX • FrontPage (Front-End HTML Only) • AutoCad

Able to maintain & trouble shoot both MAC & PC