



# doug simpson

I am a highly motivated creative professional with a strong work ethic, and a willingness to learn. I am searching for an exciting, cutting edge collaborative work environment to contribute to. Utilizing over 10 years of professional work experience and proven creative skills including graphic design, interactive media/web development, and photography; I am a creative problem solver. I enjoy designing highly visible standards compliant print and online user experiences. Born and raised here in Utah, I have spent the last ten[10] years working in Chicago developing and polishing my talents while earning a BFA in WDM from the Institute of Art, Chicago [Web Design & Interactive Media Design]. I would like to be on your creative team.

DOUG@DOUGINTERACTIVE.COM

773.368.1492

Graphic Designer

Photoshop

COLLABORATE GOALS

COMMUNICATION

Proficient SIGNAGE

BRANDING

ANALYTICS # TYPOGRAPHY

BEST PRACTICES

knowledge portfolio

resume simpson

visible user interface DEADLINES

DESIGN Ability JavaScript Techniques Optimized Vendor media Clients RESPONSIBLE Conceptualize

MANAGEMENT Detail TEAM SKILLS

USABILITY fast-paced

product structure

PC

COMMITMENT

LOGO

QUALITY

RELIABLE

HTM L:5

MARKETING

PRINT

MOGRAPHICS

CREATIVE

DISPLAY

COLLABORATE

GOALS

COMMUNICATION

PROFICIENT

SIGNAGE

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ANALYTICS # TYPOGRAPHY

FOCUS DIRECTION

PHOTOGRAPHY

VISIBLE

USER

INTERFACE

DEADLINES

EXCELLENCE

WEB

USER

INTERFACE

DEADLINES

EXCELLENCE

WEB

USER

INTERFACE

DEADLINES

EXCELLENCE

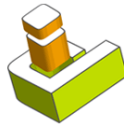
WEB

USER

INTERFACE

DEADLINES

EXCELLENCE



## DOUGLAS SIMPSON

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### OBJECTIVE

Utilizing professional work experience and proven creative skills, contribute in a collaborative environment as creative lead designing highly visible, standards-compliant, print and online experiences.

### SKILLS/QUALIFICATIONS

**Graphic Design | 10+ Years Experience** Strong project management skills with a demonstrated ability to work in team environments or on own initiative; while meeting deadlines and managing multiple projects simultaneously in a fast-paced environment.

- Client Branding – Conceptualization of design, layout and production of all creative materials, both digital and print needed for product catalogs, packaging, point-of-sale signage, logos, trade show graphics, showroom visuals and support elements.
- Extensive knowledge of typography, photography, illustration, global color and design with portfolio to showcase examples.
- Product Development - Proficient in product illustration, demo and how-to videos, spec collateral, manual & brochure materials, product labeling and packaging, product photography and image treatments.

**Web Design & Interactive Media | 6+ Years Experience** Ability to communicate well with team, drive deliverables and collaborate with all stakeholders in a project, while demonstrating attention to detail and commitment to quality and usability.

- Solid knowledge of both Mac and PC environment including expert knowledge of Adobe Creative Suites, working knowledge of web tools including HTML/DHTML/HTML5, CSS3, JavaScript, Flash/ActionScript 2, and Microsoft Office Software.
- Understanding SEO Best Practices and analytics standards. Creation of multimedia designs optimized specifically for variety of media platforms with focus on client target audience and user interaction.

**Digital Photography | 5+ Years Experience** In-depth knowledge of digital equipment and lighting, Image complexity, manipulation and usage requirements, image META data indexing and digital catalogs using Adobe Lightroom 3.0 and similar.

- Event photographer using on-the-go techniques for fast-paced photography of guests, settings, food & wine, and accolades.
- Product/Commercial photography for industrial product development, commercial product line for web and catalog applications, structure and interior design, and tradeshow booth and video demos.
- Published works in Chicago Magazine, International Gastronome Magazine, and newspapers/periodicals.

### RELATED WORK EXPERIENCE

**Creative Specialist | Raven Technology Solutions LLC** Responsible lead for creative execution of products and initiatives for both RTS and respective clients; leading brand vision through creation of all visual assets, concept to conception with detailed focus and excellence.

In charge of developing and maintaining of corporate identity, branding, and visual standards in print, online multimedia and web applications. As Creative Specialist I oversaw creation of business collateral – Logo, Business Cards, Letterhead, Website, and online media.

Responsible for multiple projects at any given time from discovery to deployment including budgets, proposals, billing and out sourcing. I work closely with clients during entire creative process while insuring deliverables meet deadlines throughout project timeline.

**Art Director | DS Graphic Design & Imaging – Chicago** Worked collaboratively with management of a variety of high-profile clients developing all aspects of business initiatives including vendor accounts, budgeting, outsourcing, work-flows and deliverable deadlines while building strong cross-functional partnerships.

Responsible for all facets of creative department including graphic design, web development, product photography, video capture and editing, motion graphics, signage and display; demonstrating outstanding problem solving using creative best practice solutions. Responsible for coordination of printing timelines, budgets, pre-press checks, along with color and brand accuracy.

Maintain strong communication lines between all stakeholders; provide design perspectives, strategies and client objectives.

**Event Photographer | Chaine des Rotisseurs – Chicago Chapter** Professional experience working in fast-paced situations, photographing executive chefs and staff prepare food and wine for upscale wine & bistro events located at 1 & 2 Michelin Star restaurants and hotels in Chicago. Duties included responsibility for photographing important guests, speeches and accolades, image manipulation, indexing and storage of images, and prepping images for web and print media including social media applications and magazine publications.

Product photography on location and in studio atmosphere. Worked closely with clients to develop project strategies matching goals with target audience and marketing direction. Cared for my own equipment, managed project budgets and expenditures, arranged travel plans to and from work sites. Presented myself in a professional manner at all times.

**Visual Marketing Specialist/Manager | Army Air Force Exchange Service** Responsible for designing, creating and implementation of daily, weekly, special event and seasonal promotional materials, and décor strategies for roughly 51 facilities while meeting deadlines on a daily basis.

Effectively planned and operated visual department with in strict budget guidelines while maintaining supplies, tools and equipment for all duty tasking including store grand openings and resets.

Responsible for the well-being, training and guidance for a team effort of 7 employees performing duties in a 45 mile radius. Required to demonstrate customer service awareness, identify customer needs and show ability to work well with others. Reflected high standards of professionalism in conduct and appearance.

## EDUCATION

**The Illinois Institute of Art – Chicago**

**Graduation Summer 2009**

Bachelors of Fine Art, Web Design and Interactive Media

Kappa Omicron Nu Honor Society – GPA 4.0

- Appleton Scholarship, S.M.A.R.T. Scholarship, Math & Science Scholarship
- Multiple Outstanding Student of Quarter awards
- Best Show for Interactive Media at Graduation Portfolio Show.

## AFFILIATIONS/INTERESTS

**NAPP** – National Association of Photoshop Professionals

Joined 2008

**Learnable** – One of the largest online communities for web developers

2009

**America Reads** – Literacy Advocate, tutoring children in reading skills

Ongoing

**W3Schools** – Continuing online education, best practices and standards

2011