



**OVERVIEW** I am an experienced visual/graphic designer who strives to find creative and innovative solutions as well as efficient design/production methods in order to deliver quality work on time, on budget and beyond client expectations. I take pride in being a positive professional and a dependable team player.

**SKILLS:**

- Art direction
- Branding
- E-learning design
- Graphic design
- Illustration
- Info-graphics
- Mobile design
- Print Design
- Print production
- Responsive Design
- Storyboarding
- UI design
- Visual design
- Web design
- Web development
- Wireframing

**SOFTWARE (expert knowledge):**

- Acrobat
- Apple iWork
- Dreamweaver
- Google Documents
- Illustrator
- InDesign
- MS Office
- Photoshop

**SOFTWARE (some experience):**

- Adobe Xd
- Axure
- Bootstrap
- CSS
- HTML
- Muse
- Word Press

**WORK HISTORY SENIOR GRAPHIC DESIGNER**

inVentiv Health Learning Solutions – Raleigh, NC  
May 2011 – July 2016 (5 years 2 months)

provided graphic design/information design for interactive E-learning materials and graphic design for the inVentiv marketing department

work included: storyboards, user interface design, landing page design, html email design and development, E-publication page layout, graphic concepts, graphic production, photo manipulation, illustration

collaborated with a team of writers, designers, and course developers on a daily basis to produce interactive E-Learning materials delivered on desktop and mobile devices

performed quality assurance reviews of visual design and product functionality

**FREELANCE DESIGNER**

Design by Andrew Creter – Durham, NC  
January 2011 – December 2011 (1 year)

gogreenplus.org website: provided concept development and visual design

Merit Auto Parts: provided visual concept development, visual design, brand design, website design, and social media strategies

**MANAGING PARTNER AND VISUAL/GRAPHIC DESIGNER**

The Detroit Studio LLC – Cleveland, OH  
July 2006 – January 2011 (4 years 7 months)

operated a graphic/web design and development studio and print re-sale business

oversaw the design and development of thedetroitstudio.com and tornadoprinting.com, made content updates to the websites, and managed social media campaigns

provided brand/identity design, print and email marketing, direct mail, corporate communications, websites, and other forms of digital advertising and promotion for small to mid-size businesses and non-profit organizations

met with clients to identify needs and determine budget, scope, and production timelines

presented visual concepts for advertising, marketing campaigns, and web development projects

managed and directed graphic designers, illustrators, web designers, and web developers

prepared files for offset, digital, and screen-printing production

WORK HISTORY **LEAD GRAPHIC DESIGNER**

*(continued)*

Hotcards – Cleveland, OH  
April 2002 – July 2006 (4 years 4 months)

worked for the in-house graphic design department of an offset printing company

work included concepts and production of graphics for ads, branding, and print and digital marketing campaigns

designed multiple pieces daily for print and email distribution

designed landing pages, html emails, and html newsletters

met with clients on a daily basis to identify needs and provide creative solutions for branding, advertising, and marketing campaigns

presented design concepts during all phases of the review process

provided visual design and updates to the hotcards.com website

prepared files for printing (offset, digital and screen printing)

proofed artwork and inspected the quality of finished work

**PRE-PRESS TECHNICIAN**

Phil Vedda and Sons Printing – Cleveland, OH  
December 2000 – October 2002 (1 year 11 months)

worked in the Pre-Press department of an offset printing company

work included: type setting, page layout, image scanning, color proofing, color correction, content proofing, negative stripping, negative inspection, lithograph plate production, and lithograph plate inspection

prepared digital documents for output in direct to film and direct to plate work flows

EDUCATION **VIRGINIA MARTI COLLEGE OF ART AND DESIGN**

Lakewood, OH | 2000 - 2002

Associates Degree: Applied Business in Graphic Design and Commercial Art  
Graduated Top Student with 3.9 GPA

TESTIMONIALS AND  
SAMPLES OF WORK

For testimonials and samples of work please visit: <http://www.linkedin.com/in/andrewcreter>  
and <http://www.behance.net/acreter> respectively.

