



OVERVIEW I am an experienced **visual/graphic designer** that 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
- marketing collateral
- mobile design
- print design
- print production
- responsive design
- storyboarding
- trade show displays
- UI design
- visual design
- web design
- web development
- wire-framing

SOFTWARE (expert):

- acrobat
- apple iWork
- dreamweaver
- google documents
- illustrator
- inDesign
- MS Office
- photoshop
- IBM Notes (formerly Lotus notes)

SOFTWARE (proficient):

- adobe Xd
- animate (formerly Flash)
- audition
- axure
- bootstrap
- CSS
- drupal
- HTML
- muse
- wordpress

WORK HISTORY **Visual Designer • IBM – Raleigh, NC**

February 2017-present

responsible for visual design of marketing collateral and UI design while adhering to brand standards, including: packaging, social/web graphics, HTML emails, animations, presentations, illustrations, iconography, UI graphics, and trade show displays

collaborate daily with: account managers, art directors, print/trade show vendors, web app developers, IBM internal clients/brands, and fellow visual designers to deliver the final product

major accomplishments include: graphics to represent the IBM brand and services for major conferences, such as "Think", and a complete redesign of UI assets for a major web application

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, and 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) and July 2016 – February 2017 (9 months)

bull city learning: provided visual design for interactive web and E-learning experiences

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

WORK HISTORY **Managing Partner and Lead Visual/Graphic Designer • The Detroit Studio LLC – Cleveland, OH**
(continued) 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

Graphic Designer • Hotcards.com – 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 final product

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 (VMCAD) – Lakewood, OH | 2000 - 2002**
Associate Degree: Applied Business in Graphic Design and Commercial Art

Awards: Graduated Top Student with 3.9 GPA

TESTIMONIALS / For testimonials and samples of work please visit: www.linkedin.com/in/andrewcreter
PORTFOLIO and www.AndrewCreter.com respectively.

