

David Roberts

650 Tucker Ave., Jefferson, LA 70121

drcre8tive@me.com

504.451.3935

education

BFA, Communication Design | Kutztown University, Kutztown Pennsylvania | Graduated 1992

experience

Consulting / Freelance | since Oct 03

Assorted projects completed for a diverse selection of clients. Recent work includes:

- Quarterly Newsletter - Hershey FCU, Hershey PA
- Corporate Branding / logo design / production - Kennedy - Harris, Mid City New Orleans law firm

Development Director & Production Manager | Dec 05 - Aug 11

Pel Hughes Printing & Direct Mail Solutions - 3801 Toulouse Street, New Orleans, LA 70119

- Managed team of 8 designers, programmers & database operators; responsible for data-driven projects
- Variable Digital Printing technology implementation & workflow management
- Development and deployment of cross-media marketing campaigns and special client projects
- Web-to-Print storefront development and management using iWay, Accuconnect and OPS storefronts
- Adept at using variable imaging software XMPie uCreate, uProduce, and ulmage
- Worked with strategic partners XMPie, Xerox, Tecra and Press-Sense to develop custom solutions

Prepress / Graphic Designer | Dec 03 - Dec 05

Pel Hughes Printing & Direct Mail Solutions - 3801 Toulouse Street, New Orleans, LA 70119

- Design of direct mail, publications, corporate collateral and more
- Responsible for production, prepress and pre-flight of a wide variety of print projects
- Proficient at detailed vector die-line and die-cut creation, including prepress & production

Adjunct Instructor | part-time, Aug 03 - July 06

Tulane University / University College - 6823 St. Charles Ave. New Orleans, LA 70118

- Instructor for Computer Art and Digital Imaging classes for Tulane Media Arts program
- Teaching advanced Adobe Photoshop software; creative application of skills & techniques

Graphic Design Instructor | Feb 01 - Aug 03

Remington College (Southeast College of Technology) - 321 Veterans Memorial Blvd. Metairie, LA 70005

- Developed and taught curriculum for advanced web design and senior design portfolio classes
- Taught wide range of courses including; publication design, print production and HTML
- Helped manage software and computer hardware roll-out for student laptop program
- Served as faculty advisor for school AIGA chapter

Graphic Designer & Webmaster | Aug 98 - Feb 01

PR Graphics L.L.C. - 5503 Magazine Street. New Orleans, LA 70115

- Webmaster / web administrator; designed, maintained and managed client web sites
- Graphic Design and Illustration of logos, corporate identity materials, print collateral, advertisements
- Helped manage, upgrade & maintain studio network of Apple computers and peripherals

Graphic Artist & Assistant Webmaster | Aug 97 - Aug 98 (company sold)

Universal Consulting Services, Webdynamx - 6820 Veterans Blvd. Suite 200. Metairie, LA 70003

- Created original illustrations and artwork; designed newsletters and brochures
- Promoted to Assistant Webmaster; created, updated and maintained client web sites

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creative skills

Creative graphic design, typography, illustration, photography, web design and cross-media design.

- Excellent brainstorming, conceptualization and creative ideation skills
- Able to develop unique, comprehensive corporate identity and related print collateral materials
- Professional illustration in a variety of styles, using a combination of traditional & digital techniques
- Creative page layout and design using industry standard software
- Excellent mechanical production, prepress, die-line editing, craft and production related mock-up skills
- Creative cross-media marketing from concepts to campaign deployment (print, direct-mail, web, e-mail)
- Intelligent client interaction; confident discussing big-picture marketing and creative campaign goals.

software skills

Working knowledge of the following applications:

Apple / OS X: expert macintosh power user; always staying on top of new developments & software releases

Adobe Photoshop CS5: advanced image manipulation, layering effects, compositing, scanning, retouch, ect.

Adobe Illustrator CS5: detailed knowledge of tools required for logo and vector artwork creation

Adobe InDesign CS5: working knowledge of layout application for design and production

Adobe Acrobat 9 Pro: for both print and web production environments in conjunction with PitStop Pro

Dreamweaver: knowledge of software capabilities & tools; used to compile and manage websites

internet / web skills

- Professional site interface design and mock-up using Photoshop.
- Code experience with HTML & CSS; in-depth knowledge of website interface & site design process
- Form processing, data driven web design, Blast e-mail, Personalized web pages (PURL development)
- Experience in procuring / managing internet domain names and implementing web hosting services

professional skills

- Creative art direction; confident working with and directing others while juggling multiple projects
- Understanding of print production process, agency environment and studio workflow systems
- Experience implementing client management, workflow and content management systems
- Skilled and experienced in procuring / brokering stock photo, illustration and other media acquisition
- Creative, clear and concise writing and communication abilities for proposals and technical writing.
- Comfortable teaching, public speaking & technical presentation abilities

associations / presentations

AIGA - American Institute of Graphic Arts | Member since 1992

- New Orleans AIGA Board Member - June 02

- Volunteer - helped organize and coordinate various events

personal / hobbies

- I enjoy camping, hiking and mountain biking; anything outdoors.
- Playing and recording guitar / drums as an amateur musician is a great creative release.
- In terms of Fine Arts, I try to draw and paint regularly, and I am an avid amateur photographer.