

David Roberts

650 Tucker Ave., Jefferson, LA 70121

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c: 504.451.3935

education

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

experience

Development Director & Creative Information Group Manager | since Dec 05

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

- Manage team of eight designers, programmers & database operators
- Variable Digital Printing (VDP) technology & workflow management
- Development of cross-media advertising & marketing campaigns and special client projects
- Responsible for database-driven projects and directing web-to-print storefront development
- Adept at using variable imaging software solutions such as XMPie
- Worked closely w/ 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

- Art Direction & Design of corporate collateral, direct mail, publications & 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

Consulting / Freelance | since Oct 03

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

- mechanical production / photo retouching - Competitive Resources, New Orleans, LA
- logo design / prepress production - REEDesign, Covington, LA
- Illustrations / OP-Ed pages - New York Times, NY, NY
- print production / consulting - Logan Marketing & Communications, New Orleans, LA

Adjunct Instructor | part-time, Aug 03 to 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
- Taught 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 mac laptop program
- Served as faculty advisor for school AIGA chapter

Graphic Designer & Webmaster | Aug 98 - Feb 01

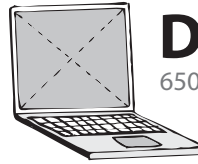
PR Graphics L.L.C. - 5503 Magazine Street. New Orleans, LA 70115

- Webmaster / web administrator; designed and managed all client web sites
- Created logos, corporate identity materials, print collateral, advertisements and illustrations
- 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 multimedia design.

- Mac power user; proficient troubleshooter, hardware configuration, software procurment & implementation
- Excellent brainstorming, conceptualization and creative ideation skills
- Able to develop unique, comprehensive corporate identity and all related print collateral materials
- Professional illustration in a variety of styles, using a combination of traditional & digital techniques
- Creative page layout and design using all industry standard software
- Excellent mechanical production, prepress, die-line editing, craft and production related mock-up skills
- Creative photography, color correction, retouching and photo manipulation abilities

software skills

Working knowledge of the following applications:

Adobe Photoshop CS4: advanced image manipulation, layering effects, compositing, scanning, retouch, ect. image optimization, slicing and integration for web page design/production

Adobe Illustrator CS4: detailed knowledge of tools required for logo and vector artwork creation

Adobe InDesign CS4: working knowledge of layout application for production

Adobe Acrobat 8 Pro: for both print and web production environments in conjunction with PitStop Pro

QuarkXpress 7: multi-page layout skills for publication and document design

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

internet / web skills

- Code experience with HTML; 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 & content management systems
- Photography: experienced set-up for photo shoots & working with professional photographers
- Skilled and experienced in procuring / brokering stock photo, illustration and other media acquisition
- Creative, clear and concise writing and communication abilities; proposals and technical writing skills
- 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

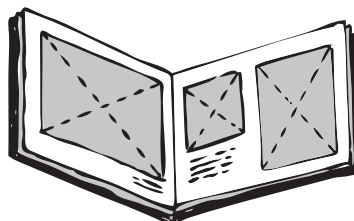
- Volunteer - helped organize and coordinate various events

PACA - Picture Agency Council of America | June 03

- Panal Discussion Speaker at National New Orleans Convention

PODI - Presentation at APP Forum in Las Vegas | Jan 09

call or e-mail to schedual an
interview or consultation



online portfolio:
<http://drcre8tive.com>