

MARK WIEDER

GRAPHIC DESIGNER • PRODUCTION ARTIST • WEB DESIGNER

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PERFORMANCE PROFILE

Versatile, talented and driven graphic designer with over sixteen years of experience in the industry. Professional background encompasses a broad range of graphic design—including print, advertising, logo/branding, web/digital communication, illustration—as well as graphic production, and production/project management. Ability to bring unique ideas and a fresh perspective with the project goals in mind. Extremely opportunistic to take on new challenges.

SKILLS

SOFTWARE SKILLS

PROFICIENT

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat Pro
Quark Xpress
Dreamweaver
Adobe Muse
Flash

KNOWLEDGABLE

HTML, CSS
Lightroom
Power Point
Premiere Pro

DESIGN SKILLS

print design	brochures
corporate identity	flyers
website design	invitations
advertisements	email blasts
posters	photography
publications	photo retouching

EDUCATION:

SAM HOUSTON STATE UNIVERSITY

B.F.A., GRAPHIC DESIGN & ADVERTISING, 1998

Coursework included: editorial design, corporate identity, web design, advanced typography, package design, symbology, printing fundamentals, and digital photography.

PERSONAL WEBSITE/PORTFOLIO/RESUME:

www.mwdesigns.biz

EXPERIENCE

GRAPHIC DESIGNER

WRIGHT'S MEDIA, 2001 – CURRENT

Responsible for designing and reformatting magazine articles for reprint collateral: reprints, electronic eprints, plaques, postcards and posters. Work closely with production management to ensure the development of creative design solutions for demanding customer needs. Major clients include: *U.S. News, Motor Trend, Golf Digest, Car & Driver, Time* and *Billboard Magazine*.

- ▶ Provide clients with unique ideas to enhance company image and recommend alternative solutions in order to achieve preferable results.
- ▶ Demonstrate ability to work under tight deadlines while maintaining a consistent track record of fulfilling departmental goals from year to year.
- ▶ Production turnaround time improved from 3-5 working days to 1-3 days. Orders were able to get closed out faster, resulting in satisfied customers with products in-hand days earlier.
- ▶ Perform troubleshooting and preflight for various types of client provided digital files to avoid critical errors and project delays.
- ▶ Single handedly manage *U.S. News and World Report* account for award badge creation and yearly updates.
- ▶ Devised innovative training guide for sales team to inform client of art specifications for print and electronic applications replacing previous inadequate training methods.

OWNER/DESIGNER

MWDESIGNS.BIZ, 2010 - CURRENT

Handled various freelance projects as a side business. Tasks include logo design, website design, booklets, brochures, posters, and photography.

- ▶ Created artwork for College Park High School Orchestra program and booster club. Provided logo design, program booklet design and photography.
- ▶ Designed and maintained theHairColorSalon.com website.
- ▶ Produced and maintained website for Flexo Technologies.

PRODUCTION MANAGER/ASSISTANT DESIGNER

PRINTGLOBE.COM, 1999-2001

Supervised and managed all design and print projects. Handled daily business transactions with promotional vendors, paper suppliers, service bureaus and printers. Worked closely with vendors and sales managers, and art director to achieve marketing solutions.

- ▶ Developed and implemented a production management system in order to organize a production schedule; resulting in an improved method of tracking project orders from start to finish.
- ▶ Assisted in creating designs and implementing ideas into page layouts.
- ▶ Prepared files and artwork for printer output. Performed desktop publishing tasks such as file conversions, artwork manipulation, text and graphic scanning, word processing and preparing web graphics.