

# w e z e n s k y

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## talents

Art Direction  
Graphic Design  
Illustration  
Digital Image Editing  
Web Concept and Design

## skills

Mechanical Paste-Up/Comps  
Prepress & Print Production  
Post-Film Proofing

## proficient software skills

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Dreamweaver  
Adobe GoLive  
Adobe Flash  
Adobe Acrobat  
QuarkXPress

## equipment experience

All Macintosh Systems  
Various Digital Proofing Systems  
Various Digital Imagesetters  
Drum & Flatbed Scanners

## education

**BFA, Studio Art,**  
*The University of Texas, Austin*

## present experience

### **Art Director and Graphic Designer, Launch Agency**

*Carrollton, Texas* October 1999 – Present

*Once a subsidiary entity within Temerlin McClain, Launch Agency specializes in brand launching and relaunching traditional business – everything from logo and collateral design to print and television ad campaigns.*

#### **Art Direction**

- Assist with new business growth, brand concept and development
- Work with copywriters in idea conception, execution and presentation
- Schedule work-load and allocate job duties to associates
- Provide direction to interns, production artists and freelancers

#### **Design**

- Compose logos, brand identity and collateral
- Contribute graphic and visual support on both an individual and team level
- Illustration

#### **Web Design**

- Design/re-design the graphical look of web sites, based on current industry trends
- Provide basic site architecture and HTML coding

#### **Mechanical Production**

- Set up and manage the process of mechanical production
- Prepare final high-resolution art
- Analyze files to recognize potential efficiencies and problems in final production

#### **Hardware/Software Maintenance**

- Set up and maintain all production systems, networking and software
- Provide data management, with archiving and information backup

**CURRENT CLIENTS:** *Pizza Inn, Great American Cookies, Park Place Dealerships, The Dallas Cowboys, The Star Telegram, Rent-A-Center, The Rise School, iMuffs and Western Rim.*

**CLIENTS:** *Seventeen Salon, Dave and Buster's, eatZi's Market and Bakery, AT&T Broadband, The Dallas Zoo, GroceryWorks.com, Billingsley Company, Tribune Media Services, Data Return, Blockbuster Online and River Belle.*

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## work experience

### **Prepress Division Manager, Diamond Graphics**

*Dallas, Texas August 1997 – October 1999*

- Managed all prepress departments, ranging from scanning, retouching and digital imaging to stripping, proofing and plating.
- Actively engaged in problem-solving, job-scheduling, training, inventory and spoilage control, equipment maintenance and any other production issues.
- Played a key role in the production team, where we converted client-provided digital files into fully imposed and trapped press signatures for six-color, forty-inch, offset presses.
- Utilized my knowledge of prepress and digital publishing more directly with the print industry, while developing a new level of experience in print production.

### **Digital Prepress Specialist/Designer, Imagelynx Digital Imaging**

*Vancouver, British Columbia September 1996 – August 1997*

- Prepared and maintained electronic data for film and digital press output, while solving problems in an unpredictable production environment.
- Worked directly with clients, providing design and creative support for all of their prepress needs.

### **Digital Prepress Manager, Kingcraft Color Graphics**

*Dallas, Texas March 1993 – September 1996*

- Provided organization and technical support within a fast-paced, deadline-driven prepress environment.
- Maintained productivity and efficiency of all digital projects.
- Performed detailed file preparation, high-quality photo manipulation and complete page production.

### **Freelance Mac Specialist,**

*Austin & Dallas, Texas August 1991 – November 1993*

- Contracted jobs with various service bureaus and ad agencies in Dallas and Austin.
- Provided Macintosh support, design and production of mostly local campaigns.