

w e z e n s k y

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talents

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

skills

Mechanical Paste-Up/Comps
Prepress & Print Production
Basic HTML

proficient software skills

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Adobe Flash

education

BFA, Studio Art,
The University of Texas, Austin

present experience

Art Director and Graphic Designer, Launch Agency

Carrollton, Texas March 2003 – 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/Creative Direction

- New business growth, brand strategy and development
- Idea conception, collaboration, execution and presentation
- Graphic design and visual support
- Schedule workload and allocate job duties to associates
- Provide direction to interns, production artists and freelancers

Web Design

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

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: *Park Place Dealerships, smart USA, Sam's Club, Rent-A-Center, The Rise School and Western Rim.*

CLIENTS: *Fogo De Chao, Pizza Inn, Great American Cookies, Dave and Buster's, eatZi's Market and Bakery, Which Wich, NYLO Hotels, Seventeen Salon, iMuffs, The Star Telegram, AT&T Broadband, The Dallas Cowboys, The Dallas Zoo, GroceryWorks.com, Billingsley Company, Tribune Media Services, Data Return, Blockbuster Online and River Belle.*

continued

work experience

Art Director and Graphic Designer, Temerlin McClain

Irving, Texas October 1999 – March 2003

- New business growth, brand strategy and development
- Idea conception, collaboration, execution and presentation
- Graphic design and visual support
- Schedule workload and allocate job duties to associates
- Provide direction to interns, production artists and freelancers

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.