

SUMMARY of QUALIFICATIONS - Graphic Design Position

Design Work Experience:

Graphic Designer & Webmaster for *This Week in the Poconos Magazine*, Pocono Pines, PA - Winter 2007 to present

This Week in the Poconos is the definitive travel guide to the four county Pocono region. The magazine reaches over 700,000 annual readers in print and online, and is now in its 85th year of continuous publication.

- Layout and design of 28+ issues per year, weekly in the summer and bi-monthly for other seasons
- Choose and prepare cover images
- Custom ad design for most advertisers
- Design of editorial feature content including images and title graphics
- Produce web banner ads, and update photos and editorial images at thisweek.net with each new publication
- Create *Constant Contact* eNewsletter accompanying every print issue
- Redesigns of media kit, business cards & promo materials
- Transitioned the magazine from PageMaker to the latest version of InDesign, and from black & white to full color

Recent freelance graphic design work for:

- Jubilate Music Group - Nashville, TN
- Endless Mountains Visitors Bureau - Tunkhannock, PA
- Convention Sales Professionals International - Buck Hill Falls, PA
- Paradise Historical Society - Henryville, PA
- David Montgomery, Real Estate Broker - Shawnee-on-Delaware, PA
- Mountain Winds Woodwind Quintet - East Stroudsburg, PA

Archivist and Board Member of *Paradise Historical Society*: Maintain database of acquisitions, record and archive monthly meetings, design and layout of quarterly newsletter, website design and frequent updates

Graphic Designer for *Shawnee Press, Inc.*, Marshalls Creek, PA - Fall 1998 to Fall 2005

Shawnee Press publishes choral and instrumental music for the educational and church markets.

Began working part-time and as a freelance designer, later promoted to a full-time position in the Art & Production Department.

- Designed music book covers and prepared them for printing
- Completed promotional and advertising layouts
- Maintained and updated product catalogs
- Paste-up and preparation of materials for in-house 2-color printing
- Readied materials for in-house print-on-demand digital copier
- Redesigned company business cards
- Produced artwork and graphics for use on ShawneePress.com
- Redesigned the company's division logos
- Worked the annual "Music in the Mountains" summer music workshops at ESU:
created signage, designed souvenir T-Shirts, product carrying bags, and set/stage design for evening performances
- Attended Adobe seminar on the features of InDesign and new OSX versions of its software
- Attended presentation of the latest Canon digital photocopier technology at Davis Business Machines, Allentown, PA

Proficient in Adobe InDesign, Photoshop, Illustrator, and Acrobat. Experienced in Microsoft Word, Excel, OpenOffice Database, DreamWeaver and WordPress. Mac and PC platforms.

Interior Designer for *DePaul Planning & Design*, Lancaster, PA - Fall 1999 to Spring 2000

Worked full-time as a Staff Interior Designer. Involved in various office planning projects, residential interior designs, and bar/restaurant designs.

- Designed office entry signage for a large downtown Lancaster client, Kelly Michener Co.
- Created detailed technical drawings of clients' interior renovation projects, using AutoCAD
- Participated in group design consultations concerning color, materials, and accessory choices on many projects

Worked in AutoCAD R14 extensively, on a PC (Windows NT).

Design Education Experience:

Web design course at *Monroe Career & Technical Institute*. Photoshop 'Tricks & Tips' classes offered by *Pocono Arts Council*.

Graduate of the *College for Creative Studies*, Detroit, MI - May 1998. GPA 3.25.

B.F.A. in Industrial Design with a concentration in Interior Design.

- Product Design: Produced a line of ceramic home accessories, utilizing two semesters' worth of slipcasting experience
- GM / Herman Miller Sponsored Office Interior: Reworked open office concept for maximum efficiency and technology integration
- Residential Interior Design: Created my own Hawaiian dream home for the year 2025, re-interpreting the Arts & Crafts movement
- Summer Studio project of my choice: Redesigned the look of the '70's sci-fi series 'Battlestar Galactica,' updating it for a return to TV
- Furniture Design: Built an oak table for four, which splits to form two tables usable by two persons each, incorporating condiment storage
- Internship Experience: Charlene & Company, Bloomfield Hills, MI: Assisted in design and materials choices for dental offices and residential interiors. Designed and helped build the company's award winning entry into the Detroit Festival of Trees, a yearly holiday event benefiting Children's Hospital of Michigan.

Related Courses: Design, Form, and Color Theories, Visual Communication - product, furniture, and interior rendering, Lighting Design, Technical Drawing & Detailing, 3D StudioMax and Vellum drafting program

**See AaronImbt.com for examples of my work and more information.
References and portfolio samples available upon request.**

