

Richard G. Anderson

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Profile

Special attributes — Extensive experience developing ideas through dynamic, innovative design solutions that help shape customer perceptions and build brand presence. Art directing skills including coordinating photoshoots and managing vendor resources. Successful at creating effective page layouts with proven results in audience response.

Team player — Known for creativity, humor, and client satisfaction. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Effectively trouble shoot day-to-day issues that arise with projects, vendors and clients.

Career

EYEDESIGN GRAPHICS

1997 to present

Freelance Designer

Elevating brands through strategic thinking, eye-grabbing design, and consistency in brand message.

- Work closely with clients to help define vision, conceive designs, and consistently meet tight deadlines without compromising quality.
- Build budgets and manage changes to ensure financial success of each project.
- Develop and manage strong client relationships that encourage loyalty and confidence.
- Troubleshoot day-to-day issues that arise with current digital applications.
- Hire and manage freelance staff as needed.

PINPOINT DESIGN GROUP

1992 to 1997

Art Director

- Lead, direct, manage and motivate team of creatives, provide direction on design look and feel, strategy, and manage individual time and budget requirements to bring projects in on time and under budget.
- Conduct and deliver the Creative Brief for each project to get the team and client on the “same page” before work on the project begins.
- Build and manage client brands; guide and evaluate each project through the process to maintain the design strategy and brand expression.
- Coordinate details and project scope with clients, creative team, programmers and printers.
- Develop proposals and outline a clear scope of work, budget, and project schedule.

<p>Career (Cont.)</p> <p>Computer Skills</p> <p>Organizations</p> <p>Education</p> <p>Reference</p>	<p>FRED MEYER ADVERTISING 1988 to 1992 Graphic Designer</p> <ul style="list-style-type: none"> • Collaborate with copywriters and photographers to create page layouts for the home and garden division. • Focused on projects ranging from corporate magazines to full page advertising for newspaper publications, and POP displays in a fast-paced retail environment. <p>TIM GIRVIN DESIGN 1987 to 1988 Production Artist</p> <ul style="list-style-type: none"> • Assisted marketing director with research and development. • Involved with shooting PMT's and pasting up reprographics for various designers. <p>Adobe: Expertise using Creative Suite CS3 for print and web Coding: Working knowledge of html, css and action script Microsoft: WORD, PowerPoint, and Excel</p> <p>SECP (Self Employed Creative Professional) AIGA (American Institute of Graphic Arts)</p> <p>Bachelor of Arts - Graphic Design 1983 to 1987 Washington State University, Pullman, WA</p> <p>Jack O'Neil, Creative Director — Bulls Eye Creative Michelle Olivier, Marketing Coordinator — Girvin Tom Burgess, Senior Pastor — Crossroads Church Kim Leagjeld, Project Manager — Custom Decorators, Inc. Ken Fallon, Print Broker — Whitehorse Graphics</p> <p>*Contact information and client references available upon request.</p>	