



## work experience

### **TradeInVelocity** • October '12 - Present

Senior Lead Designer in charge of designing all company collateral. From branding materials, customer websites, to mobile application. Management of freelancers, and specials projects as needed.

### **Freelance** • May '10 - Present

Freelance designer for various companies around the Chicagoland area. Projects include social media management and development, full website design, UI/UX implementation, full website design, apparel logo design, quarterly report design and layout, trade-show collateral and environmental design, as well as smaller online and offline projects.

### **Mbira Technologies** • March '07 - May '10

Duties include designing of all online materials including overall site design (and new site reskins for 2009 and 2010), e-mail newsletters, newsletter content, banner advertisements, site advertisements, as well as downloadable vendor media kits. Lead design as well of printed catalogs for company owned brands (online e-retailers of musical instruments, as well as a news blog for affiliated products). Management of freelance designers during catalog production season. Lead designer for brand identity on catalogs and printed material. Management of adserver technologies, creation of reports, monitored user click-through rates.

### **Aquent** • September '06 - March '07

Duties include designing projects for various clients around the city on a contract to contract basis. Work included designing of interactive pdf forms, booklets, logos, and multi-page programs.

### **Dream Street Graphics** • June '05 - September - '06

Duties included lead designing on both company and client marketing pieces. Art direction for print collateral, advertisements, as well as promotional products. Marketing direction provided for clients needing total branding packages. Design work included everything from logo creation, company naming/branding, as well as supporting materials (in advertisements, promotional items, vehicle graphics, etc). Minor responsibilities include sales staff management and computer hardware support.

### **Chicago Dental Supply** • January '05 - June '05

Duties included art direction and design of a new company logo and branding elements. Designed pieces such as catalogs, magazine advertisements, and web applications. Other duties included product photography (for catalog/website) and database management.

### **dgs Marketing Engineers** • May '04 - January '05

Duties included designing client marketing materials including direct mail, web based advertisements, magazine advertisements, as well as trade show materials. Also managed 4 client websites, including updating, troubleshooting, as well as managing campaign web designs as well. Minor tasks included software and office hardware management.

## education

### **Indiana Univeristy - Herron School of Art**

B.F.A. in General Fine Arts  
Minor in Creative Writing

## skills

### **Design Programs -**

Adobe Photoshop, Illustrator, InDesign, Acrobat (all at CS6 level), Fireworks, Flash, Dreamweaver, and Quark Xpress

### **Misc. Programs / Proficiency -**

HTML, CSS, Microsoft Office

### **General -**

Copywriting, Proofreading, Editing, Digital Photography/Manipulation, Management of freelance or support staff

## sites

### **Professional**

- tradeinvelocity.com
- poggled.com
- campuscloz.com
- zzounds.com
- samedaymusic.com

### **Personal**

- marcalanfishman.com
- unshavencomicsonline.com
- comicmix.com