



## Objective

To provide quality, high level graphic design services on a freelance basis.

## Education

Grand Valley State University, Allendale, MI

Bachelor of Fine Arts with emphasis in Graphic Design, 1999

## Experience

09/02 to present

### **Freelance Graphic Designer**

#### **Focus Marketing, Holland, MI**

Designed restaurant menus and various collateral pieces for hundreds of Focus' clients. Designed and managed marketing projects for Focus Marketing, including banners, brochures, booklets, POS, etc. Served as Lead Freelance Designer, developed Focus Design Manual, trained new freelancers. Served as Marketing Director, art directed Focus and MyMenuLab websites, photo shoots, etc. Developed design templates for MyMenuLab, wrote MML design manual.

04/01 to 09/02

### **Graphic Designer**

#### **Hart Media Group, Grand Rapids, MI**

Main client was Johnson controls, so many job responsibilities were the same as below. Added responsibility included project management, production schedule development, meeting with paper and printer representatives, and leading less experienced designers/interns in art direction, layout and typography. Researched and developed the company's new identity, including name (company name was changed to Move), branding position/statement, logo, color palette, various collateral and promotional materials, web site and sales tools.

03/00 to 04/01

### **Graphic Designer**

#### **Johnson Controls, Holland, MI**

Designed and produced various collateral and presentation materials, display/trade show graphics, advertisements and corporate identity pieces. Organized and art directed photo shoots. Developed logos, tag lines and trade show themes. Worked closely with international team members in developing JCI Corporate Design Standards. Redesigned and organized marketing materials into cohesive and comprehensive sales tools for presentations to OEM customers. Managed jobs on press, including press checks on both digital and traditional presses. Projects included North American International Auto Show, Paris Auto Show, TransAm Racing and Leadership Institute.

07/98 to 01/00

### **Graphic Designer**

#### **McLeod USA (formerly TDI Talking Phone Books), Grand Rapids, MI**

Designed and produced display advertisements for telephone directories. Interpreted and followed insertion orders in order to meet customer expectations and printer specifications. Scanned and color-corrected photos, logos and artwork.

*View my digital portfolio at [web.mac.com/livvy1](http://web.mac.com/livvy1). References available on request.*