



Education

Grand Valley State University, Allendale, MI
Bachelor of Fine Arts with emphasis in Graphic Design, 1999

Experience

09/2002 to present

Freelance Graphic Designer

Dutch Studio, Asheville, NC (previously Holland, MI)

I created Dutch Studio, LLC, in order to market and manage my freelance graphic design services. My main client for eight years was Focus Marketing (see below). Other clients include Murdoch Marketing, C'est La Vie Salon, JP Siding, Creston Industrial Supply, Ridge Point Community Church, The Rental Company, Caela Scott Bridal, Redlum Family Office and more. Services include client meetings to discuss their specific needs, project management (including time line, budget and print setup) and full creative services including logos, billboards, posters, brochures, various print materials and some web management.

09/2002 to 02/2010

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.

04/2001 to 09/2002

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.

03/2000 to 04/2001

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.

View my digital portfolio at www.dutchstudio.com. References available on request.