

stevenratajczyk

graphic designer | illustrator | photographer

Profile

I am well versed in all aspects of print design including pre-press production with specialties in catalog layout, advertising design, editorial design, logo creation, illustration, product packaging, photography, and photo manipulation. I have 14 years of experience in the industry and I am currently seeking my next great opportunity.

Software Proficiency

I have extensive knowledge of many software applications. Listed are those which I use on a regular basis:

Adobe Acrobat Adobe InDesign Adobe Illustrator Adobe Photoshop

Career Development

Chattanooga Publishing Co. | Chattanooga, TN April 2010 - Present

Senior Graphic Designer

- Leading design projects including event promotion, speculative ad development, and corporate promotion
- Advertising design and ad campaigns
- Editorial design including magazine publication covers and feature stories
- Logo / identity creation
- Out-of-Home design including billboards, posters, POP, and banners
- Design team development through mentoring and training and critique
- Photography, photo post production and image manipulation
- Collateral design including catalogs, brochures, postcards, flyers, etc.

Freelance Graphic Designer | Cleveland, TN June 2009 - Present

- Ownership and operation of freelance design services providing identity, print and web design for a variety of clients
- Clients: Bliss Day Spa, Crescent Sock Co., The Reid Group, WTS Media, More Creative Trim, Pardee Hospital, Safari Club International... and others

Crescent Inc. | Niota, TN February 2004 - June 2009

Lead Designer / Illustrator

- Product packaging, hang tags and POP materials
- Web graphics for consumer sites as well as B2B
- Catalogs, brochures, flyers, direct mail and posters
- Power Point presentation templates
- Corporate identity through business cards, stationary, T-shirts, etc.
- Billboards and external advertising
- Logo design and corporate branding
- Digital imaging and manipulation
- Illustration

Career Development Continued

Key Advertising Inc. | Cleveland, TN

July 2003 - February 2004

Art Director

- Creative design on all print projects including posters, newsletters, direct mail, ROPs and brochures
- Development of marketing campaigns as well as logo design and corporate identity
- Television and radio script writing and storyboard production
- Art direction for web design, television/radio production and photography

Meijer Corporation | Grand Rapids, MI

August 2000 - July 2003

Creative Graphic Designer / Art Director

- Design/conceptualize projects for print advertising including logos, newsletters, annual reports, magazines, brochures, posters, ROPs, weekly tabs
- Create and direct marketing campaigns for seasonal advertising
- Create presentations to “sell” ideas to other areas of Advertising, Marketing, Merchandising, etc.
- Collaborate with writers, artists, photographers and other professionals
- Produce design and typography standards for various marketing campaigns
- Direct photo shoots and choose images for final production
- Direct production designers for implementation of the desired end product

Advance Newspapers / On-The-Town Magazine | Grand Rapids, MI

July 1998 - August 2000

Graphic Designer

- Design and layout of ROPs for weekly newspaper and monthly entertainment magazine
- Scanning, retouching and color correcting photographs for print

Education

Columbia College | Chicago, IL

August 1993 - May 1995

- Concentrated major in Visual Communication and Film Animation

Elgin Community College | Elgin, IL

September 1991 - May 1993

- Major in Graphic Design

References available upon request

Online portfolio at: stevenratajczyk.com