

SHAY FORD E.

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www.brnchdsgn.com
441.599.2091

SKILLS

Mac & PC platforms
Adobe Photoshop CS3
Adobe Illustrator CS3
Adobe InDesign CS3
Dreamweaver CS3
Flash CS3
Quark Xpress
Microsoft Office Suite
Knowledge of HTML, CSS
Film Scanning/Printing
Analog & Digital Photo Imaging

EDUCATION

May. 2006
BS - Graphic Design
Minor in Marketing
Univ. of Alabama in Huntsville
Jan. 2008
BS - Photography
Towson Univ.
Dean's list – 3.312 GPA

APPLICABLE CLASSES

Graphic Design
Illustration
Typography
Marketing Strategies
Fundamentals of Marketing

*References upon request

EXPERIENCE

Web/Graphic Designer -www.showoffmagazine.net
Showoff Magazine June. '09 –

Designed and developed company website
Responsible for the maintenance and updating of the website
Design and write some articles for the website
Work closely with owner to implement marketing strategies for Promotions and company development

Graphic Designer (Temporary)
Triangle Press July. '09 – Sept '09

In charge of Prepping jobs to go to press
Designing and typesetting jobs upon request
Burning and Stripping Plates to prepare for press

Graphic Designer
Source Interlink Media May. '08 – Mar. '09

Maintained the Back of the book sections for 7 magazines such as Classifieds, Ad Index and the Marketplace for Ads
Created and maintained House Ads for each magazine
Worked closely with Production team with all design needs
Assisted Art Director with layout of magazines
Handled a large volume of PDFs and pre-flighting
Redesigned and maintained company newsletter
Organized and archived all ads per magazine issue

Product Development & Design Intern
Pacific Trade International Jun. '07 – Aug. '07

Created and organized research photos and reports for design team
Assisted with development of design mockups for product development and packaging
Helped maintain website and updated site with new information, products and pricing
Assisted with trend forecasting and shopping for new products within the company budget
Assisted with design and preparation of marketing/sales materials including trend and presentation boards and product catalogs
Created marketing and design reports for company product records

Customer Service Rep/Switchboard Operator
HWP Bermuda Jun. '06 – Aug. '06

Worked as Switchboard operator for HWP and sister Companies
Carried out various levels of administrative duties such as scheduling appointments, writing detailed messages for Sales representatives and Loan Staff and copying and faxing documents

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Design Intern

Infomage / Pearl research Jan. '06 – May '06

Conceptualized and designed public relations material including brochures, CD's and interactive business cards

Worked closely with the Creative Director to produce marketing ideas for company promotions

Designed a web site for the companies new Virtual Tour service

Customer Service Rep

Miles Market Jun. '98 – Aug. '01

Maintained a running draw containing up to \$1,000 cash

Assisted customers with specialty needs and orders of more upscale products provided by the company

Provided various levels of administrative assistance to the company

Designed specialty products for customers such as gift baskets