

CHARLES DAVIS

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SUMMARY

Skilled designer, visual thinker, and team player with a successful track record in Graphic/Web Design, Multimedia, and Illustration - using Adobe Master Suite CS4, in a PC and Mac environment. A passion for the arts with a career-long interest in design. Extensive customer service experience.

SKILL SET

Graphic Design/Print/Web/Multimedia

Software Mac & PC • CS4 - Photoshop, Illustrator, Indesign, Acrobat, Premiere, Fireworks, Bridge; QuarkXpress, Final Cut Pro, PowerPoint, Word, 3DMax, Maya, Corel Painter, MS Office
Mac/PC Trouble Shooting

Design • Direct Mail, Corporate Identity, Packaging, Print Collateral, Logo, Advertising, Labels, Flyers, Pre-Production, Production, Full Color Printing, Annual Reports, Catalog, Web Graphics, Animation, Photography - Shoots, Correction, Color, Book Cover, Illustration, Drawing, Painting

Web • Flash, Dreamweaver, CSS, HTML (hand coding), Drupal, Layout design, SEO, Banners, Graphics

PROFESSIONAL EXPERIENCE

FREELANCE

1994 – PRESENT

DAVISIMAGES - Northfield, MA

Owner/Designer - Graphic Design, Illustration, Murals, Multimedia

A Flair for Writing - Abington, MA

Print Production Manager/Head Illustrator

Deluxe Inc. - Groton, MA

On-going freelance contractor - Premedia Group - Production

DELUXE INC., Groton, MA (Formally NEBS)

1999 – 2009

Deluxe, (known for checks), helps financial institutions and small businesses grow their businesses through a wide range of innovative products and services.

Senior Corporate Designer - Specialist (Product Designer)

- Designed and produced vehicles for corporate sales needs, including: training flyers, posters, coupons, multimedia presentations, and custom logos – Flash, video, special effects and music. Troubleshoot electronic files.
- Designed and maintained business products and packaging; custom forms, logos, and line art.
- Improved Business Logo Design Book by using creative layout processes. Manage the workflow of all assigned and freelance projects to meet all marketing, manufacturing and advertising scheduling objectives.
- Assisted in the production of a successful and cost-effective promotional video presentation.
- Introduced a timesaving color correction process for clothing line and streamlined process to request services.
- Ignited revenue stream for custom orders by developing many custom products for company catalog.

Artist/Prepress Imaging Technician - Digital Production Specialist (PreMedia)

- Created and modified digital imagery making corrections as needed.
- Executed production edits and effects for print and web media.
- Performed pre-press imaging functions including: RIPing, page production and layout, image retouching, color correction, scanning, digital photography, and photo mock-ups in a color-managed workflow. Coordinated and oversaw pre-press printing process to printer.
- Created and revised product imagery for use in print and web advertising.

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DELUXE INC., Groton, MA (Formally NEBS) continued...

Composition Logo Artist - Full Color Lead Artist

- Maintained all aspects of product layout and logo creation for NEBS business products.
- Created line art illustrations - scanned, edited, and cleaned up customer submitted artwork.
- Created Business Cards, Postcards, Stationery, assisted in implementing workflow process, and set up training for new employees. Provided special project support.
- Meeting Facilitator for 15 artists required addressing individual concerns, tracking workload, and constant interaction with Supervisor.

MEDIACOM TELESYSTEMS, INC., Burlington, MA

1998 – 1999

MediaCom Corp., was the leading provider of least-cost call routing computer-telephony products and services.

Marketing Associate/Designer

- Created all in-house graphics for print/web, maintained company press kits, and implemented direct mail programs.
- Developed corporate PowerPoint presentations and managed updates. Produced quarterly newsletter.
- Served as Interim Customer Service Manager during search for new manager. Trained temps and Customer Service Manager. Provided on-going support for customer service and tech support departments.
- Designed branding format for company support forms and literature.
- Spearheaded the transformation of all outsourced graphic design work to in-house, saving well over \$10,000.

ELECTRONICS BOUTIQUE, Danvers, MA

1995 – 1998

Store Manager

- Recruited, hired, and trained store staff
- Managed 7 to 12 staff members
- Prepared and delivered annual performance appraisals to store staff.
- Adhered to operational procedures and company policies and practices as communicated through the company handbook, procedure manual, and other communications as released.
- Opened, closed, daily sales reports and payroll, Inventory-loss prevention control Count,
- Balanced and reconciled daily business transaction totals on paper and record information into POS system.
- Maintained merchandise sections, in store promotions, signage and displays, and pricing strategies according to current guidelines and time lines
- Met individual sales, shrink, and special program goals
- Brought the store volume up from just under \$700k to over \$1.2 million in a 6 months

Award: "Associate of the Year" – 1995 - For excellence in Customer Service (entire mall staff)

EDUCATION:

MASSACHUSETTS COLLEGE OF ART, Boston, MA

Bachelor of Fine Arts, Major: Illustration

ON-GOING PROFESSIONAL DEVELOPMENT:

SkillPath/Compumaster

Virtual Training Company (VTC) (annual account)

Lynda.com (monthly account)