

# 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/CS5, 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/CS5 - Photoshop, Illustrator, Indesign, Acrobat, Premiere, After Effects, 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, Social Media - Facebook Business page design

## PROFESSIONAL EXPERIENCE

### FREELANCE

**1994 – PRESENT**

**DAVISIMAGES** - Northfield, MA

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

**A Flair for Writing** - Abington, MA

*Print Production Manager/Head Illustrator*

### PELLAND ADVERTISING, Haydenville, MA

**2010 – PRESENT**

#### Senior Web/Graphic Designer

- Design and maintain nearly 230 custom websites and graphics.
- Design Direct Mail, Corporate Identity, Packaging, Print Collateral, Logo, Advertising, Labels, Flyers, Pre-Production, Production, Full Color Printing, Annual Reports, Catalog, Web Graphics, Flash Animation and video production/editing.
- Social Media - Facebook business page, and Twitter design and maintenance.

### 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.
- 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.

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

### **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: RIPping, 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.

### **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 annually.

## **ELECTRONICS BOUTIQUE, Danvers, MA**

**1995 – 1998**

### **Store Manager**

- Managed , recruited, hired, and trained store staff of 7 to 12 members
- Opened, closed, daily sales reports and payroll, Inventory-loss prevention control Count,
- 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 (many certificates in Adobe products)

Virtual Training Company (VTC) (annual account)

Lynda.com (monthly account)