



ANDREWAYAD.COM

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GRAPHIC & WEB DESIGN | VISUAL CONCEPTS | ADVERTISING | PHOTOGRAPHY

OBJECTIVE Seeking to create successful and creative design solutions. Likewise to obtain a full time position that will challenge and enable me to grow with a company in the visual communications field.

EXPERIENCE
Jan 2008- Present Hatch Mott MacDonald: Corporate Design & Advertising
Responsibilities include: On-site/off-site art direction, from concept and design to pre-press. Projects include corporate collateral, corporate identity & advertising, national and trade advertisements, sales training kits, POP/Tradeshow displays, events promotions, brochures, catalogs, posters, direct mail, annual reports, and front-end web site design.

2010 Freelance designer: Victory Marketing and Advertising

Summer 2007 Freelance designer/Intern: Ego Id Advertising and Creative Marketing
Responsibilities include design concepts for a social media websites, photo styling and rendering. Also Identity conceptualization.

2005 -2007 The Design Studio at Kean University: Student designer/intern
Responsibilities include design concepts; execution and presentation of comprehensives; client contact; production preparation; on-press supervision;
Projects include newsletters, posters, and brochures.

Clients: The Theatre Department at Kean University
NJ Governor's Council on Mental Health Stigma
United Way of New Jersey

EDUCATION
2007 Kean University, Union, NJ:
B.F.A., Visual Communications / Graphic Design
Kean University Dean's List (2005-2007)

DESIGN SKILLS Creative conceptualization
Art Direction
Branding concepts

TECHNICAL SKILLS Pre-press preparation (Adobe InDesign)
Mac and Windows operating systems
Creative Suite 5 (Adobe Photoshop, Indesign, & Illustrator software)
Quarkxpress
Design for the web including visual concept, information structure, and basic knowledge of HTML, Dream Weaver production
Rendering in a variety of media
Photography styling and art direction

AWARDS & ORGANIZATIONS Art Directors Club New Jersey - 2008 Student Award Winner
(Creative Group Scholarship)
Art Directors Club of New Jersey Member
One Club Member