

Jeffrey H. Hale

***Creative/Art Director – Digital Graphic Designer – Web Designer – Internet Marketing Specialist
Search Engine Strategist - Pre-Press Technologist – Film Output Technician - Production Manager***

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Website & Online Portfolio: www.teamhalegraphicdesign.com

QUALIFICATIONS

- Extensive advertising agency experience (over 11 years) as Creative/Art Director
- Extensive service bureau experience (over 9 years) in managerial positions
- Extensive experience with client contact, discovery and idea/concept/creative inception
- Extensive experience with custom production, construction and/or installation
- Excellent rapport with clients, vendors, suppliers, production and construction personnel
- Extensive experience with traffic management, airtime buys for radio and television
- Extensive experience supervising video and photo shoots; radio spot production
- Extensive experience designing ad campaigns
- Extensive experience with packaging design, branding and corporate identity
- Extensive experience with copywriting and editing of copy
- Expert knowledge of 4-color process printing, large format, screen printing and embroidery
- Expert knowledge of scanning procedures and techniques (flatbed and drum scanners)
- Expert knowledge of color management, color correction and digital photo retouching
- Extremely reliable and good under pressure – proven ability to manage multiple projects and deadlines
- Can consistently meet deadlines and budgetary constraints
- Acutely sharp learning curve – continuously upgrading skills and knowledge through self education
- Can effectively manage/coordinate and delegate work to junior workers
- Can effectively work within a team-oriented environment as needs and situations dictate

EXPERIENCE

07/02 – Present TEAM HALE GRAPHIC DESIGN – Houston, TX

Creative Director/Production Manager/Jack-Of-All-Trades

- All phases of design, creation and project management for any and all types of graphic solutions for a variety of media and applications.
- **Some recent clients include:**
 - The Houston Livestock Show and Rodeo
 - The International Association of Auto Theft Investigators
 - The JM Burgieres Co., Ltd (Owners of The Houston Texans)

10/01 – 07/02 THE SABRE/PILAND GROUP, INC. – Houston, TX

Senior Designer/Production Manager/Account Executive

- Design and Layout of advertising pieces in multiple formats:
 - Print Media – Magazines, Newspapers, Brochures
 - Large Format – Billboards, Trade Show Displays
- Design and Layout of:
 - Multimedia Projects – CD, CBT, Websites
 - Specialty Items – Hats, Shirts, Pens, etc.
- Act as technical troubleshooter for LAN consisting of 7 MAC workstations, MAC fileserver & multiple printers
- Responsible for daily tape backup and CD archiving; maintenance of MAC fileserver
- Provide technical and design consultations for other designers
- Direct Client interface, function as account executive in many cases
- Participate in vendor negotiations/bidding process

- Maintain several large corporate websites – content update, redesign, etc.
- Function as Internet Marketing Guru with regards to Search Engines and Internet Marketing Strategies
- Function as Production Manager/Project Coordinator

9/00 – 10/01 FORT BEND PUBLISHING GROUP, INC. – Stafford, TX

Production Manager - 4-6 Direct Reports

- Responsible for smooth and efficient production of 2 monthly magazines “Houston Lifestyles & Homes” and “Fort Bend Lifestyles & Homes” Both 4-color glossy magazines – Both in excess of 100 pages each PLUS 16 other publications per year – various page counts.
- Manage day-to-day operations of busy production department
- Supervise day-to-day activities of 4-6 graphic artists
- Interact and communicate with advertising agencies, free-lance artists, photographers, staff writers, film vendors, print houses, etc.
- Create designs for page layouts for special feature sections
- Provide email proofs of ads to clients
- Create custom composited photographs/special effects for pages/ads
- Design ads - work with clients to fulfill their special and unique advertising needs
- Work closely with 8 account representatives to fulfill the advertising needs of their clients
- Work closely with celebrity writers, such as:
Ron Stone, Jan Carson, Randy Lemmon, Sam A. Houston and others.
- Electronically construct and impaginate entire layout of magazines
- Extremely detail-oriented, very methodical, budget conscious, organized
- Successfully interface and interact with members of sales staff (8) on a daily basis
- Successfully work in extremely tight deadline-oriented environment
- Proven ability to successfully manage multiple projects
- Design and Maintain Corporate Website and Online Media Kit
- Trouble Shoot supplied “camera ready” ads on disk that won’t work
- Maintain “live” file server consisting of 6 discrete hard drives
- Maintain monthly archives and file back-ups (Both DAT and CD)
- Maintain daily emergency file back-ups
- Maintain LAN: 8 MAC workstations, 2 Printers, File Servers
- Maintain IT functions and capabilities for company: Email, FTP site, Website
- Periodically Upgrade Equipment/Software – Install & Maintain
- Perform Blueline Checks and Press Checks
- Do all in-house scanning and color correction (approx. 200 photos/month)
- Expert Knowledge of most commercial graphic arts software packages, including:
Quark Express, Adobe Photoshop, Adobe Illustrator, Macromedia Freehand, Corel Draw, Adobe Acrobat, Macromedia Dreamweaver, Flash

7/99 - 7/00 TRADER PUBLICATIONS/THE EMPLOYMENT GUIDE - San Diego, CA

Production Manager – 6-8 Direct Reports

- Responsible for smooth and efficient production of weekly 36-44 page tabloid newspaper
- Managed day-to-day operations of busy production department
- Supervised day-to-day activities of 6-8 graphic artists
- Designed ads - worked with clients to fulfill their advertising needs
- Electronically constructed and impaginated entire layout of newspaper
- Extremely detail-oriented, very methodical, budget conscious, organized
- Renegotiated print vending resulting in yearly production savings of over \$70K
- Successfully interfaced and interacted with members of sales staff on a daily basis
- Successfully worked in extremely tight deadline-oriented environment
- Proven ability to successfully manage multiple projects
- Maintained LAN comprised of 8 MAC workstations, 12 PC workstations, multiple printers
- Maintained local portion of national job search website (www.careerweb.com)

- Created Internet-friendly graphics files for upload to www.careerweb.com FTP site
- Expert knowledge of Quark Xpress 4.04, Illustrator 8.0, Freehand 8.0 and Photoshop 5.5, Kai's Power Tools, Extensis Phototools, Bryce 3D, for both MAC & PC platforms
- Created unique custom composited photoimages for clients
- Responsible for internet communication between offices, smooth transference of files
- Prepared archives of materials and burned them to CD's

10/98 - 6/99 PINELLAS PRESS/LOOMIS GRAPHICS - Clearwater, FL
Digital Pre-Press Coordinator - 8-10 Direct Reports

- Managed day-to-day operations of busy pre-press department for large service bureau
- Supervised day-to-day activities of 8-10 pre-press technicians
- Output film from customer disks
- Maintained tight project time lines and strict deadlines
- Maintained inventory of raw materials - various films, processor chemicals, etc.
- Pre-flight all jobs, resolve technical issues involving multiple file formats and softwares
- Function as sysop for internet access and presence
- Troubleshoot and maintain electronic network (LAN) comprised of 8 MAC workstations, 4 PC workstations, file servers, laser printers, color proofers, image setters
- Mechanically troubleshoot and maintain AGFA Avantra 25 and Avantra 30 imagesetters and film processors
- Proven ability to successfully manage multiple projects
- Interfaced and interacted with 12 account executives, maintaining smooth flow of work
- Created Quality Assurance guidelines and protocol to insure excellence of products and minimize waste of film, processing chemicals, etc.
- Achieved overall increase in productivity and decrease in waste

7/92 - 10/98 PROCTER PRODUCTIONS, INC. - Lakeland, FL
Creative/Art Director & Digital Artist - 3-5 Direct Reports

- Co-founding partner of agency with \$1 million yearly revenue
- Managed day-to-day artistic/creative operations of busy advertising agency
- Supervised day-to-day activities of 3-5 graphic artists
- Expert knowledge and daily usage of multiple industry standard graphic software packages including: Quark, Illustrator, Freehand, Coreldraw, Photoshop
- Prepared and preflighted multiple projects according to vendor specifications and requirements
- Very methodical, detail-oriented and organized; budget conscious
- Worked under tight time deadlines and budget constraints
- Extensive interfacing with clients, discovery and idea/creative/concept initiation
- Extensive interaction with CEO's, Presidents of Corporations, Directors of Marketing, gaining input into plans, ideologies and budgets
- Created advertising campaigns for diverse group of clients including:
 - Hooters of America (National Restaurant Franchise)
 - USA International Speedway (NASCAR Racetrack)
 - Harper Realty & Development Co., Inc. (Real Estate Brokerage)
 - Century Realty (Real Estate Brokerage)
 - US Chung Do Kwan Association (National Martial Arts Organization)
- Designed and project managed:
 - Direct mail campaigns
 - Local and State Political Campaigns
 - Large format displays (convention-type)
 - Billboards
 - Outdoor illuminated signage of all types
 - Newspaper and magazine advertisements
- Supervised and led creative teams, outsourced/contracted freelance artists and programmers to achieve client-dictated results
- Supervised photo shoots, video shoots and productions, radio/audio production

- Wrote and edited advertising copy and press releases
- Designed and implemented political campaign strategies for local politicians
- Designed advertising budgets and made media purchases for clients
- Conducted market and demographic research to maximize advertising effectiveness
- Website design and management
- Website information architecture and content management
- Designed, planned and project managed page layout and navigation for multiple client websites
- Designed, implemented and managed written and graphic content
- Created Product Package Designs and Branding
- Created Corporate Identities and Logo designs
- Extensive interface and interaction with vendors, suppliers, installation personnel including job bidding, state and local permitting
- Proven ability to successfully manage and execute multiple complex projects

6/88 - 6/92 GRAPHICS ILLUSTRATED - Riviera Beach, FL
Digital Pre-Press Technician/Department Manager - 6 Direct Reports

- De facto manager of busy pre-press department for large service bureau
- Supervised day-to-day activities of 6 pre-press technicians
- Output film from customer disks
- Maintained tight project time lines and strict deadlines
- Maintained inventory of raw materials - various films, processor chemicals, etc.
- Pre-flight all jobs, resolve technical issues involving multiple file formats and softwares
- Troubleshoot and maintain electronic network (LAN) comprised of 8 MAC workstations, 4 PC workstations, file servers, laser printers, color proofers, image setters
- Mechanically troubleshoot and maintain imagesetters and film processors
- Proven ability to successfully manage multiple projects
- Interfaced and interacted with account executives, maintaining smooth flow of work
- Created Quality Assurance guidelines and protocol to insure excellence of products and minimize waste of film, processing chemicals, etc.
- Achieved overall increase in productivity and decrease in waste

E D U C A T I O N

- 2001 Student – Advanced Search Engine Optimization
Palomar College, San Marcos, CA
Received Certificate of Completion
- 2001 Student - Dreamweaver 4
Palomar College, San Marcos, CA
Received Certificate of Completion
- 2000 Student – Web Graphics, Dreamweaver 3
Palomar College, San Marcos, CA
Received Certificate of Completion
- 2000 Student – Advanced Web Design
Palomar College, San Marcos, CA
Received Certificate of Completion
- 2000 Student – Troubleshooting MAC OS
Palomar College, San Marcos, CA
Received Certificate of Completion

- 2000 Student – Troubleshooting Windows 98
Palomar College, San Marcos, CA
Received Certificate of Completion
- 1999 Student - HTML, Web Page Design
Palomar College, San Marcos, CA
Received Certificate of Completion
- 1998 Attendee - Photoshop World, Orlando, FL
- 1998 Attendee - CNET Seminar, New Orleans, la
Seminars in Dreamweaver, Flash and HTML
- 1996 Attendee - Photoshop Seminar, Tampa, FL
- 1995 Attendee - Photoshop Seminar, Tampa, FL
- 1994 Attendee - Internet Seminar, Tampa, FL
- 1994 Attendee - Photoshop Seminar, Tampa, FL
- 1993 Attendee - Quark Xpress Seminar, Tampa, FL
- 1993 Attendee - Photoshop Seminar, Tampa, FL
- 1993 Attendee - Illustrator Seminar, Tampa, FL
- 1985 Graduate – University of South Florida BFA, Graphic Arts/Design

EXPERT KNOWLEDGE OF THE FOLLOWING SOFTWARE PACKAGES:
MACINTOSH OR PC PLATFORM

- Quark Xpress (v. 3.32 - 4.1)
- Pagemaker (v. 4.0 - 6.5)
- Illustrator (v. 6 - 10)
- Freehand (v. 5 - 9)
- CorelDraw (v. 3 - 9)
- Photoshop (v. 3 - 7)
- Imageready (v. 3)
- Macromedia Dreamweaver thru Version 4
- Macromedia Fireworks thru Version 4
- GIF Construction Set
- Kai's Power Tools (v. 3-5-6)
- Alien Skin Black Box Effects
- Bryce 3D
- Extensis Phototools
- MS Windows 3, 95 and 98 and MAC O/S thru Version 10.1
- MS Word, MS Works
- Microsoft Power Point/Excel
- Dantz Retrospect Archiving Software
- FTP and Internet Applications

OTHER SKILLS

- Familiar with hardware upgrades, installation of RAM, hard drives, cards etc for both MAC & PC
- Familiar with OS upgrades, software installations, troubleshooting, etc. for both MAC & PC
- Familiar with regular (timely) maintenance (mechanical AND electronic)
- Familiar with virus protection and maintenance thereof
- Some networking experience – not expert
- Can operate most office equipment
- Can make excellent coffee