

Donald R. Wilson



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Seeking a challenging career in graphic arts and web design in a public relations or communications/publishing department within a higher education institution.

HIGHLIGHT OF QUALIFICATIONS

Experience in developing concepts and layouts for marketing materials and secondary support materials

Worked in agency as well as higher educational institution

Competent, committed professional who works well with others and is honest, reliable, and hard-working with individual attention to detail

Proficiency in publishing software including PageMaker, Photoshop, Illustrator, Quark and Freehand

Sound knowledge of web graphic preparation and competency in web publishing

Ability to represent the university and department with professionalism

Ability to manage several projects at one time

Skills and working knowledge of Macintosh computer hardware

EDUCATION

Bachelor of Arts, Business Administration

Taylor University, Upland, Indiana (February, 1996)

Continued Studies

Web Conference 97, *Preparing graphics for web* - Lynda Weinman;
The colors of the web - Lynda Weinman;
CASE one-day workshop - *Print publications and the web: how to sort them out* - Melinda Stubbee, Duke; Dave Blout, SBC

PROFESSIONAL EXPERIENCE

As a staff designer:

- Designed booklets, brochures, invitations, posters and cards that would act as primary or secondary marketing materials for the university toward the individual purpose of each program.
- Worked in conjunction with the external web master and designed graphics for campus departments and for official university web pages located at <http://www.tayloru.edu>.
- Provided art direction to the editors of the alumni magazine and the campus newsletter.
- Updated and maintained visual standards catalog.
- Approved all uses of official university logos and symbols.
- Oversaw the Taylor University license plate program.
- Generated consistent advertising to promote relations between Taylor University and its surrounding communities.
- Selected advertising agents, established relationships with area media representatives, and built and maintained advertising distribution within budget parameters.
- Worked with campus photographer on photo shoots and assisted with photography coverage on campus as needed.
- Taught web graphic and design workshops at Purdue University, North Central (April, 1998), and at the National Association of Christian College Admissions Personnel annual conference (May, 1998).

As an entrepreneur:

- Began retail store August, 1989
- Expanded store into service dimension of skate park
- Created many direct mail advertising pieces and newsletters
- Performed accounting procedures
- Responsible for inventory control
- Responsible for financial management
- Delegated retail and service responsibilities to associates
- Extensive experience with personal salesmanship

EMPLOYMENT HISTORY

Graphic Designer / Assistant to the Director of University Relations

(Sept., 1996 - July, 1998)
Taylor University
Upland, Indiana

Partner (1989 - current)
Westside Skateboards
South Bend, Indiana

Graphic Designer
(April, 1996 - July, 1996)
Graphic Menus Incorporated
Eaton, Indiana

References and portfolio viewing available upon request

on-line portfolio: www.bluweb.com/us/don