

QUALIFICATIONS

Advanced ability to conceive, direct, produce and manage reproduction of design in a variety of media including print, apparel and product

Strong understanding of manufacturing, commerce, marketing and publicity

Consistent pursuit of excellence in design demonstrated by awards and recognition received from the professional community

Substantial ability to creatively satisfy the psychographic needs of an aesthetically sophisticated audience

Insight into building and maintaining valuable brand image of status items through marketing and advertising practices

SKILLS

Copy, Art Direction and Graphic Design

- Write and produce headlines and subheads
- Compose and edit copy
- Conceive, art direct, style and produce visuals
- Commission images from freelance illustrators, photographers, and photo archivists
- Negotiate art usage rights

Product Design

- Oversee technical aspects of production and distribution
- Coordinate and supervise designers, pattern makers, suppliers, sub-contractors, finishers and printers
- Account for brand identity, costing, sourcing, sales, advertising, marketing and accounting

Extensive knowledge in all areas of graphic reproduction

- pre-press/digital imaging
- offset printing
- screen printing
- engraving
- web

Fifteen years practical business experience:

- advertising agency
- design studio
- apparel
- gift
- publishing

COMPUTER SKILL SET

Over 17 years experience working in the Apple® Macintosh® computer OS.

- Quark Xpress® expert
- Adobe Photoshop® advanced
- Adobe Illustrator® advanced
- Quickbooks Pro®
- Dreamweaver®
- Fireworks®
- Fetch®
- Internet browsers and search

**Steven
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FREELANCE ART DIRECTOR / DESIGNER

Jerman Design Incorporated, Salt Lake City, UT (1988 to present)

Self-employed graphic designer. Report to creative directors, art directors and principals of advertising agencies, design studios, publishing houses and corporations.

- Create solutions that meet strategic, technical, budgetary and scheduling requirements.

SENIOR DESIGNER

***Paper Crafts Magazine*; Primedia, Inc., Bluffdale Utah (2003 - 2004)**

Managing designer for top non-scrapping paper crafting magazine. Service graphic needs of marketing, retail, and internet divisions. Interface with colorhouse using all digital and remote proofing workflow. Produce 8 issues and contribute to 10 special issue publications per year.

- Re-designed and re-launched existing general crafting magazine, to *Paper Crafts* title.
- Promoted a cleaner, bolder yet more intelligent and sophisticated mass market appeal.
- Saw growth in newsstand sales to become second best selling publication in Primedia Scrapbooking.

ART DIRECTOR

Olympus Publishers, LC, Midvale, UT (2000 – 2001)

Utah Business is the state's oldest continually published and most widely distributed for-profit magazine. Responsible for concept, design and production of 13 periodicals annually. Interface with advertising director and place advertising in publication. Press OK printing.

- Re-designed magazine for a more, contemporary, compelling and journalist look and feel.
- Re-energized and improved quantity and quality of freelance illustrators and photographers without increasing or exceeding existing, modest \$2,500 monthly art and photography budget
- Saw an increase in newsstand sales, paid subscriptions and advertising revenue

ART DIRECTOR

NewWest Magazine, Salt Lake City, UT (1999)

Art department head for high-quality, upscale, “glossy”, general-interest magazine. Publication had investigative, art and literary emphasis, published monthly and distributed in 11 western states. Interfaced with advertisers and placed advertising in publication. Designed and produced ads for advertisers who utilized in-house services. Solely responsible for design, mechanical and print production of content as well as relations with print vendors. Traveled to press OK printing.

- Developed look and feel of publication from start-up.

PRESIDENT / APPAREL DESIGNER

Natty Threads® (Inc.), Salt Lake City, UT (1990 to 1998)

Conceived and founded casual imprinted sportswear company. Marketed young men's street/surf line primarily to the Japanese market. Created custom imprinted products for restaurants, bars, organizations and corporations. Solely owned and managed all aspects of company.

- Sold products to Japan and grew brand to be distributed by the largest trading company in Japan while working from home office.
- Created sales increase of over 2,500% in a five year period.
- From 1991 to present have won twice as many local American Institute of Graphic Arts (AIGA) Salt Lake City awards for design and production of apparel than any other firm.

GRAPHIC DESIGNER

Ted Nagata Graphic Design, Salt Lake City, UT (1989)

CO-CREATIVE DIRECTOR

Ford / Jerman & Company, Salt Lake City, UT (1986 to 1988)

JUNIOR DESIGNER

Et al, Inc. kna Richter7, Salt Lake City, UT (1985 to 1986)

PRODUCTION ARTIST

Free-lance Solutions, New York, NY (1984)

EDUCATION

B.S. Art 1985 - Emphasis: Advertising Design / Minor: Communication - Emphasis: Advertising

Utah State University, Logan, Utah

Ranked in top ten percent of class 1980 - 1985, 3.78/4.0 GPA

PROFESSIONAL ORGANIZATIONS

Vice-president of the AIGA, Salt Lake City Chapter 1996-1998. Named as programming chair.

Saw a 225% increase in membership while in office and creating programming

AWARDS AND RECOGNITION

Over 25 awards for excellence including notices from AIGA, *Graphis*, *Print* and Society of Publication designers. For complete listing see <http://www.stevenrjerman.com/awards.html>