

D a v i d J . P . W h e a t o n

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217 Hooks Lane • Canonsburg, PA 15317 • (724) 743-5748

Education

Edinboro University of Pennsylvania
Edinboro, PA 16444
Degree: Bachelor of Fine Arts
Major: Applied Media Arts
Concentration: Graphic Design
Graduation: May 1996

New Horizons Computer Learning Center
Pittsburgh, PA 15220
Certification: Dreamweaver MX 2004, HTML Level 1-3,
Flash Level 1-2, Javascript and
Web Design with Cascading Style Sheets

Career Related Experience

Senior Graphic Designer/Web Designer II (4/99 to 8/01 and 5/03 to 3/12) — worked for Black Box Network

Services in the Media Services Department, where I worked on the company's award winning catalog and other direct mail publications. My duties included: meeting with Marketers to discuss placement of product within publication, organizing photo shoots, creating artwork for placement in publication, researching photos to be used in section introductions and covers, retouching photos to be used in publication, going on press checks and checking proofs to make sure information is accurate and artwork has linked correctly to the electronic file.

As Web Designer, I built web pages in Dreamweaver and Microsoft Expression Web. I published web pages to our test server using Visual Studio. I created email blasts using Dreamweaver and sent them out using Eloqua software. I created web ads for blackbox.com and third party sites using photoshop and published them using Real Media Open AdStream and Endeca software. I also created interactive animated Flash banners for blackbox.com.

Other responsibilities as Web Designer included analyzing web traffic through Google Analytics to determine what sections of blackbox.com had high click rates and which had low click rates. Created wireframes for website re-designs using Photoshop. Analyzed 2011 MCM Award winning websites and websites with high click rates to gather common themes and apply them to blackbox.com.

Graphic Designer/Tab Coordinator (2/02 to 6/03) — worked for American Color at Dick's Sporting Goods in Graphics Department, where I worked on the Dick's Sporting Goods weekly mailer and newspaper inserts. My duties included: meeting with client to discuss design of the mailer, creating pages to the specs provided by our client, creating pdf's of electronic files that are sent to the printer, sending electronic pdf files to newspapers via Ad Send software, creating artwork for placement in mailer, retouching photos to be used in mailer and checking proofs to make sure information is accurate and artwork has linked correctly to the electronic file.

Instructor (9/01 to 1/02) — worked for Pittsburgh Technical Institute, where I was an instructor of Production 1 and Advanced Production Techniques.

Graphic Designer/Prepress Specialist (8/97 to 3/99) — worked for Raff Printing in Graphics/Prepress Department, where I created artwork, did pasteup, and prepared artwork and electronic files for off-set printing.

Graphic Designer/Prepress Specialist (10/96 to 8/97) — worked for Morco in Graphics/Prepress Department, where I designed layouts, and created artwork for printing on specialty items such as clipboards and thermometers.

Skills and Abilities

- Proficient in the following:
— QuarkXPress, Photoshop, Illustrator, Dreamweaver, Flash, InDesign, HTML, Real Media Open AdStream, and Endeca.
- Working knowledge of CSS, Javascript, Google Analytics, Visual Studio, Expression Web, Flightcheck, and Eloqua.
- Create package designs.
- Color separate art by computer and traditional methods. Design mechanicals and layouts by traditional methods.
- Communicate concepts through various forms; thumbnails, super comps, etc.

Portfolio and References

On-line portfolio is available at www.davidwheatondesign.com. References available upon request.