

PARKE SHISSLER : ART DIRECTOR

Résumé

Professional Experience

10.08 - present Art Director for The YGS Group

Pitch to clients and work directly with regional publishers and associations in a range of industries. Manage projects from start to finish while implementing systems to improve workflow and efficiency of department. Oversee art direction of all pieces to maintain consistency and creative excellence.

10.06 - 07.08 Art Director for The Melton Agency

Pitch to clients and work with them directly through every aspect of their projects. Create messaging and artwork across print, web, interactive, TV and radio media for clients in High Tech, Medical and Consumer industries. Direct photo shoots, develop proposals, setup project timelines and assist with account management as well as new business meetings.

07.06 - 10.06 Intern for Metropolis Creative

Completed a vast range of projects including web design (HTML & some JavaScript coding), website optimization, animated banner ads, direct mail campaigns, print campaigns, pocket folders, business cards, brochures, PowerPoint presentations, logos and ads. Worked with Art Director on every step from concept through final production.

06.05 - 06.06 Graphic Artist for Clipper Magazine

Responsible for designing magazine advertisements, menus, logos and ad campaigns that increased sales. Worked independently on projects with tight deadlines and worked with Art Director to develop concepts for new advertisers. Other responsibilities included reproducing logos, proofing, client changes, color correction and sending print ready files.

09.05 - present Freelance work

Metropolis Creative, Urbane Dog Creative, Illuminate, The Melton Agency, Shertzer Lawson Marketing, The Creative Group, Childcraft, Campus Care, Havrilla Group, Fellert USA, Timeless Artwork and Gomez Inc.

Other Experience

06.05 - present Active AIGA member, attend monthly events including professional development

04.05 Poster workshop with Seymour Chwast

10.04 Co-founder and Activities Coordinator for the Millersville University AIGA student chapter

10.04 Published a design article at Tony Brock's design education blog site divcon.org

05.04 - 08.04 Four-color web-fed printing Press Assistant for Cadmus Journal Services Inc.

02.04 - 05.05 Web Designer for the Millersville University IT Department

Designed mailers, logos, website mockups, graphics (web and print) and Flash animations for the University as well as members of the community. Met directly with clients to discuss project goals.

02.04 - 01.05 Art Director for the Students For Student Voting Organization

Worked with President and Board of Directors of the organization to develop objectives. Designed logo, stationary, letterhead, website, T-shirts, poster series and other collateral. Received grant from MTV's Rock the Vote campaign.

12.02 - 01.03 Bindery Project Supervisor for Cadmus Journal Services Inc.

Education : BFA, Graphic Design, Millersville University 2003-2005. Magna Cum Laude
Pennsylvania State University 2001-2003. Schreyer Honors College

Skills : Adobe Creative Suite 5 (Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Bridge, Fireworks, Acrobat)
QuarkXpress Form Z Painter PC and Mac Platforms