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Profile - Results oriented creative professional with a record of accomplishments in strategic communications, creative solution development, and client relations. Demonstrated ability to interpret marketing communication challenges into powerful creative solutions. Expert knowledge of production workflow and technology for print, multimedia, and photography.

Employment History

JB COMMUNICATIONS

Art director

Santa Rosa, California, 6.2005-present

- Art direct, design and produce all of the creative products for one of Sonoma County's long established marketing firms including but not limited to; corporate collateral, advertising, direct mail programs, publishing, web development, multimedia, thematics, search engine marketing.
- Manage the daily contact with clients, printers, writers, photographers and various other vendors
- Clients Included: Sonoma County Sheriff, Coddling Enterprises, Winzler and Kelly Engineering, Sonoma National Bank, Sutter Medical.

THE PRESS DEMOCRAT

Designer/prepress specialist

Santa Rosa, California, 10.2004 – 6.2005

- Design, layout, proof, paginate, troubleshoot electronic ads for the daily newspaper, seasonal glossy publications, and direct mail.
- Lead the on ongoing deployment of PDF as the chosen publishing workflow for various publishing products including: glossy magazines, newsprint, A80, and direct mailers.
- Maintain and grow a server based pre RIP, PDF file scrubbing network.
- Provide prepress and publishing support for a department of thirty.
- Manage and extend an online proofing and tear sheet service to advertisers using PDF
- Regularly train department on digital workflows and changing industry trends

H.F.R. TRUST

Digital imaging specialist

Los Angeles, California, 12.2001 - 5.2004

- Captured, optimized, edited, and managed a private collection of twelve thousand fine art photographs
- Developed a line of large scale fine art photographic patterns marketed to corporations and office spaces as corporate art and interior design
- Imaged and produced the work of various well known L.A. photographers and Hollywood celebrities
- Provided digital imaging, digital reproduction, and production assistance for: corporate art, public relations, event photography, tradeshow displays, and corporate portraits
- Designed, built and equipped various private digital imaging labs using state-of-the-art technologies and materials including: Bluetooth, printing over I.P. and wireless networking
- Set and managed the digital photography/imaging workflow of digital photography labs
- Continuously evaluated and purchased new technologies in digital photography and imaging including the full line of Canon and Olympus cameras, Nikon scanners, Epson and Fujitsu printers, and Apple computers
- Attended major digital imaging tradeshow and fine art photography workshops nationally

AL PAUL LEFTON COMPANY

Senior art director

Philadelphia, Pennsylvania, 8.1999 - 6.2001

- Engaged in the everyday operations of a variety of prominent accounts for the nation's 3rd largest B2B integrated communications agency
- Designed award winning creative solutions including: tradeshow programs, corporate collateral, print and online advertising, web sites, catalogs, sales materials, presentations, and photography
- Cultivated client relationships, presented and defended agency solutions to the client
- Communicated with client, analyzed criteria, developed strategy, deployed creative initiatives
- Estimated and analyzed cost of campaigns, scheduled project workflow, managed production, scheduled freelance personnel, directed outside vendors, tracked and controlled billing and costs
- Researched, hired and managed external resources and vendors
- Conceived and produced a search engine optimization strategy that increased search engine ranking for clients and added an additional fifteen thousand dollars to existing agency internet accounts
- Clients included: Totalfina S.A., Atofina chemicals, Tyco Electronics, Rohm and Hass, Mitsubishi Fuso trucks, Morgan truck bodies, Huntsman chemicals, Leviton electronics, Scotland economic development, and Thermatru doors

MTG DESIGN

Creative director

Media, Pennsylvania, 8.1997 - 6.1999

- Directed and managed the creative and production efforts of a seven person graphics team
- Managed the daily contact with clients, Philadelphia printers, advertising agencies, and multiple vendors
- Designed, developed and produced a variety of creative products including: product catalogs, corporate collateral, packaging, P.O.P., sales presentations, direct mail, digital photography, digital reproduction, and interactive products
- Hosted, designed, produced and maintained seventeen web sites representing various industries including: educational, photographer supplies, food and beverage, cosmetics, and industrial chemicals

- Anticipated digital photography trend and built an on premise integrated digital photography lab to meet the increasing need for small companies to professionally capture their products. System built around Phase One digital technology, Haselblad cameras and Apple computers
- Directed, designed and produced all the communications tools for a nationally distributed Health food products line including: public relations, photography, packaging, websites, advertising, sales materials, tradeshow, and promotions
- Clients included: Philadelphia Phillies, Swarthmore College, HH Racing Group, Devine Foods, and Penn Photomounts

PHILADELPHIA UNIVERSITY OF THE ARTS
MOORE COLLEGE OF ART

Instructor

Philadelphia, Pennsylvania, Fall 1996 - Spring 2000

- Designed and taught curricula in all the major graphic arts software including: Illustrator, Photoshop, Quark Xpress, web design, and pre-press and production systems
- Developed highly successful courseware for a prepress and production certificate program for professionals designed to migrate analog production experience to the emerging digital workflow
- Conceived, wrote, and maintained a digital imaging web site used as a content destination and as a way to test and evaluate students online, saving valuable class time
- Mentored and assisted students with post graduation job searches and career strategies

Gregorian Design

Creative Director

Media, Pennsylvania, 6.1994 - 6.1997

- Directed creative effort for a three person multidisciplinary design consultancy representing diverse client industries including: real estate, mortgage insurance, environmental, manufacturing, advertising, and the arts
- Managed operations including account acquisition, creative development, client services, vendor negotiation and procurement, and billing
- Enhanced brand equity and drove up consumer awareness for the seventh largest consumer real estate company in the nation over the course of several mergers
- Designed and redesigned the corporate ID and graphic standards for an eight hundred employee real estate company during the course of three mergers
- Developed and designed the branding strategies of a four product health food company breaking into the expanding health life style market
- Developed corporate training programs and workshops for printers and production departments transitioning into digital production workflows
- Clients included: Fox & Roach Realtors, Roach Wheeler, Roach Brothers, Judy & Joel's Kitchen, CMAC, Flour Daniel GTI, Philadelphia Arts Bank, Philadelphia Fringe Festival, and Systems Solutions Inc.

DAKOTA DESIGN

Art director

Malvern, Pennsylvania, 11.1991 - 5.1994

- Developed a broad range of award winning creative products for Fortune 500 companies including: national and spot advertising campaigns, corporate identity development, direct mail programs, brand development initiatives, and collateral
- Negotiated, purchased, and managed vendor services including: photography, digital photography, copywriting, illustration, prepress and production, and programming
- Clients included: Dupont, Universal Health Services, IMS America, Hilton Hotels, University of Pennsylvania Museum, People's Light and Theater Company

Education

School of Visual Arts 1988-1990 Graphic Design/advertising. Philadelphia College Of Art 1983-1986 BA Graphic Design/Illustration. Pratt Institute 1982-1983 Foundation in Graphic Design.

Core Expertise - Corporate identity and standards development, corporate collateral, catalog design, sales materials & presentations, advertising, copywriting, radio, public relations, packaging, trade show planning and design, POP, direct mail, multimedia planning and design, information architecture, web site architecture, building and maintenance, digital photography, digital reproduction, digital workflow planning, client relations, and team building and mentoring.

Production expertise - Print process evaluation, buying and management, prepress and production control, substrate and new material evaluation, large format output, digital photography, image optimization, PDF, direct mail fulfillment, promotions, archiving and storage.

Software/hardware expertise - Photoshop (instructor), Adobe Illustrator (instructor), Quark Xpress (instructor), InDesign, Acrobat, Image Ready, Macromedia Flash, Dreamweaver, Fireworks, Freehand, Infini3D, Xtreme 3D, Quicktime VR Studio, Capture One, Golive, Pagemaker, BBEdit, DeBabilizer, MS office products, assorted telecommunications, archival, office, Filemaker Pro, and database software.

Bilingual, Spanish/English spoken and written