

ROBERT A. JEFFERIES

3980 Pleasant Street
Sacramento, CA 95838
Phone: (916) 921-0008

U.S. Citizen

Veteran's Preference: 5 points

CAREER TARGET

Visual Information Specialist, YA-1084-01/02

PROFESSIONAL PROFILE

Experience in the design, layout, and production for a broad range of visual materials and publications in print and electronic formats, as well as photography and video presentations. Use various graphics and design software programs to produce visually compelling and appropriate materials. Able to complete assignments and projects under tight timelines. Provide recommendations to staff regarding design, layout, production methods, and cost factors; work effectively with teams in developing concepts for design of materials and publications. Experience in interacting with vendors to address and resolve issues; inspect work to ensure adherence to quality standards.

Strong knowledge and skills in visual information principles and concepts, presentations, printed media/materials, computer animation and multimedia, graphic arts, and standard drawing instruments and practices.

RECENT PROFESSIONAL HISTORY

12/06-Present, GRAPHIC DESIGNER / VISUAL COMMUNICATION SPECIALIST, Chamber of Commerce/Training and Event Center, 8898 Center Drive, Ste. 100, Sacramento, CA, 95826, 40+ Hours Per Week, \$16.50/hr., Supervisor: Ronnie Winn, 916-730-9992, May Contact.

OVERVIEW: Served as Graphic Designer for the Department of Technology Services, using creativity and knowledge to create/produce high-quality materials and/or publications for print, on-line publishing, multimedia, and other mediums including trade show booth, banners and floor space design.

MARKETING MATERIALS DESIGN: Assist in implementing marketing strategies for departmental branding. Design and create collateral materials that include posters, handouts, tri and quad-fold brochures, posters, and templates for presentations and other essential graphic art support. ** Designed poster to communicate better service. Improved employee awareness of customer service importance and contributed to increase in revenues. Received praise for quality of work.

CUSTOMER RELATIONSHIPS: Assimilate ideas from customers and translate them into an effective graphic design project or programs. Establish and maintain effective working relationships; present ideas to large and small audiences.

TEAMWORK AND SUPPORT: Collaborate with Enterprise Marketing Team in gathering and reviewing business requirements. Provide support and planning for a wide variety of projects, including photography and video editing; consult in the acquisition of key departmental marketing devices. ** Led team of 5 in helping reverse company from 6-figure loss to significant improvement.

TROUBLESHOOTING & RESOLUTION: Perform troubleshooting for graphics application software.

02/00-Present, **FREELANCE VISUAL COMMUNICATION SPECIALIST**, Genco, 3937 Pleasant St. Sacramento, CA, 95838, 10 Hours Per Week, \$40/hr., Client Reference: Cheryl Davis, (916) 958-6324, May Contact.

CLIENT NEEDS ASSESSMENT: Coordinated with clients to brainstorm ideas. Researched clients to get a better feel for their vision, objectives, and target audience.

MARKETING MATERIALS DESIGN: Researched colors and fonts to fit organization's mission. Generated approved layouts, proposed ideas for improvement, and designed/created logos, flyers, advertisements, and all printed media.

SPECIFIC CLIENTS & PROJECTS:

- U.S. Army. Designed posters, created pen & ink logos and designs, used ruby-lithe film to crop out photos, and created color separations for printing of posters.
- Bay Area Striping. Performed business system design of logo, business cards, letterhead, and signs.
- Just-Junk-It. Designed billing form, logo, font system, website, advertisements (flyers, mailers, door hangers, signs, truck layout design), and marketing cards.
- Sacramento City College. Designed cover and layout for entire Susurrus book for publication in 2003.
- Lundquest Company. Designed brochures for marketing purposes.
- Ivory Tower Software. Performed logo design, business cards, and mailers.
- JACC. Performed design and layout of brochure for award ceremonies.

07/05-10/07, **ART DIRECTOR/VISUAL COMMUNICATIONS SPECIALIST**, Arden Hills Resort Club & Spa, 1220 Arden Hills Lane, Sacramento, CA, 95864, 40 Hours Per Week, \$20/hr., Supervisor: Brett Favaro, May Contact.

OVERVIEW: Served as Art Director and Graphic Designer for all departments within the Club. Maintained website information and email advertisements for each department.

INTER-/INTRA-ORGANIZATIONAL COMMUNICATIONS: Met with and advised the Directors of each department of changes and updates to their brochures and menus as needed. Coordinated with publishers to determine value of advertising. Consulted with printing companies and sought approval of production quotes for printed materials.

COLLATERAL MATERIAL DESIGN: Designed and developed marketing material, postcards, flyers, letterhead, billing forms, multiple brochures of different sizes and folds, business cards for all employees and department, logos for each department, T-shirt designs for different sporting events, wedding promotions for guests and wedding parties, gift card design and printing, and banners for seasonal events such as the annual crab feed, luau, or special meets. Designed all outgoing materials; set up photo shoots of events and subjects. ** Contributed to increase in membership from 3,000 in 2005 to 7,500 in 2006 through marketing designs.

PUBLICATION DEVELOPMENT: Coordinated quarterly “Heritage” magazine by meeting with each department directors to get ideas of article topics and special items for advertisement. Created thumbnail sketches of page appearance and arranged spreads to create better flow of materials. Met with directors for 2nd time with first proof to get their input and explain direction for the magazine. Secured owners’ approval for print. Obtained price quotes from multiple print shops and met with printer to show layout and understand expectation of final product. Reviewed printers proof to check correctness of text, font, and photos. Oversaw staff in proofreading articles for correct materials.

PHOTOGRAPHY: Worked as in-house photographer on numerous shoots for website development and promotional pieces (www.archway.net).

10/03-07/05; 11/06-01/07, GRAPHIC DESIGNER/WEBMASTER/VISUAL COMMUNICATIONS SPECIALIST, Health Foundation, 20 T Street, Suite 330, Sacramento, CA, 95811, 24-40 Hours Per Week, \$10.47/hr., Supervisor: Angelo Martinez, (916) 344-3640, May Contact.

MARKETING MATERIAL DEVELOPMENT: Completed layout and design for the Foundation’s \$20 million “*Giving Golden Opportunities*” marketing campaign collateral, including fact sheets, brochures, post cards, advertisements, newsletters, annual reports and other marketing materials highlighting the Foundation and its financial assistance programs. Provided input and feedback on Foundation marketing materials. Design and develop marketing material, increased interest in the Foundations programs. Designed, developed, and updated the layout of the Foundation’s scholarship and loan repayment applications and other forms as needed. Assisted in concept layout of marketing booths and creation of printed material/posters for display in booths. ** Contributed to 2x increased in scholarships distributed and increase in revenues from donations.

INTRA-/INTER-ORGANIZATIONAL COMMUNICATIONS: Represented the Foundation at OSHPD Webmaster meetings and advised the Director of meeting discussions. Advised the Director of changes in design, layout, and production. Coordinated with publishers for advertising and communicated with printing companies.

WEB SITE DESIGN & MAINTENANCE: Coordinated with state web design teams and designed HPEF's website. Maintain the Foundation's website. Coordinated and posted updated/new information on the Foundation's website.

03/00-03/01, VISUAL COMMUNICATIONS SPECIALIST, Defense USA, Sunrise Blvd, Rancho Cordova, CA, 40 Hours Per Week, \$10.50/hr., Supervisor: Kevin White, 916-330-9802, May Contact.

DESIGN & LAYOUT CONTRIBUTIONS: Designed and built effective ads for clients. Prepared photos and images for placement. Created effective mock-ups for review. Met deadlines with clients' approved designs.

06/99-01/05, GRAPHIC DESIGN TUTOR, Sacramento State University, Sacramento, CA, 20 Hours Per Week, \$7.00/hr., Supervisor: James Sheldon, (916) 590-2277, May Contact.

TRAINING & SUPERVISION: Taught students to achieve (and always strive for) proficiency in developing graphic design concepts through use of programs such as *QuarkXpress, Adobe Photoshop, Illustrator, InDesign, PageMaker, Acrobat, and Dreamweaver*. Proofed work prior to submission to the instructor.

STUDENT SUPPORT: Assisted students in mastering program tools. Aided students with typography, color selection and pallets, and grids. Helped students understand the use of grids and intervals, including best fonts and color to use with their homework assignments.

MILITARY BACKGROUND

Aug 90-June 95: U.S. Army, Combat Arms Armor Crew Member, Armorer (Supply) Training NCO, E.O. Representative, Mail Clerk, SSI (Single Soldier Initiative) and Morale Officer. Held full responsibility for \$8.3 million in armament and weapons. Maintained work orders and paperwork for each weapon.

Military Dates: 11/05/1990 – 6/6/1995

Honorable Discharge: Yes

Other Information: (Inactive) Secret Clearance (Prior)

CERTIFICATIONS

Visual Communication Certificate, 1996
Tucson Art Academy, Tucson, AZ

AWARDS AND RECOGNITION

Good Conduct Medal, Army Achievement Medal, Overseas Ribbon
Honorable Mention for Best Front Page & Best Layout Spread, 2004, The Express, SCC

EDUCATION

Bachelor of Science in Graphic Design, 05/08
University of Davis, Davis, CA; 3.4 G.P.A.

Relevant Courses: Art- Renaissance to Present, Intermediate Drawing, Introduction to Digital Design, Visual Basics, History of Graphic Design, Visualization, Typography I-Theory, User Interface Design, Visual Principles I, Type II Publications and Collateral Design, Design Production Management, Digital Imaging, Time-Based Graphic Design, Advanced Graphic Design I, Visual Image, Digital Portfolio, Advanced Graphic Design II, Corporate Identity

Associates Degree in Science/Design, 2002
Sacramento State University, Sacramento, CA

** Layout Editor, The Express Newspaper, 8/02-7/04. Oversaw staff of 5-12 students in designing weekly 12+ page, award-winning newspaper. Assigned pages to students, coordinated with writers and photographers on content, and helped students with placement of material. Assisted in creative layouts. Prepared file for 4-color print by checking image files for correct color/font set-up; submitted layout proof.

** Key Project: Designed cover and all layout pages for 380-page book for the college, including choice of font, texture, paper, and colors. Oversaw all phases of project, from conception to completion.

Relevant Courses: Introduction to Printing Process, Beginning & Advanced PageMaker, Beginning & Advanced Quark Xpress, Beginning & Advanced Photoshop, Creative Web Page Design, Graphic Communication-Image Editing, Graphic Communication-Page Layout, Graphic Communication- Prepress, Introduction to Acrobat, Design Fundamentals, College Newspaper Production, Publication/Production Skills, College Literary Magazine, Newspaper Design, Advanced Graphic Design Production. Certificates of Achievement in Graphic Communication, Page Layout, Image Editing, Prepress, Others: Sacramento State University, Sacramento, CA, 2001