

**work** San Rafael, California  
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**write** jeff@dntndesign.com

### EXPERIENCE

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#### **Graphic Designer/Principal**

Downtown Design >> dntndesign.com  
San Rafael, CA  
July 2001 – Present

Founder, principal, and creative mind behind one-man design studio. Concept generation, art direction, production, marketing & copy writing for brand identity, print & interactive design. Some clients include: AFStudio, TravelSmith, Agency.com, Sprout Designs, Peloton Cellars, Paradigm Cycles, Soulcraft Cycles, Environmental Forum of Marin, Vox Terra, What's Working, North Counties Development and Project YES.

#### **Graphic Designer**

Studio Aspect >> studioaspect.com  
Sausalito, CA  
October 2006 – November 2007

A design studio focused on action sports and outdoor-oriented clients. Concept and generate layouts based on creative direction across a variety of media, including print, interactive & environmental. Clients include: Marin Bikes, US Ski & Snowboard Association, WTB, Advanced Conservation Systems, and American Rugby Football League to name a few.

#### **Marketing Manager**

WTB >> wtb.com  
Mill Valley, CA  
May 2004 – October 2006

Essentially, the art director and marketing point person for a bicycle component manufacturer. Concept & design countless elements including product catalog, merchandising elements, environmental graphics, logos, product packaging, web graphics, & product artwork. Other responsibilities include public relations, creating press releases, marketing planning & strategy.

#### **Graphic Coordinator**

Deloitte Consulting  
Sacramento, CA  
December 2002 – August 2003

In-house designer in the creative services division. Concept development, design, and production of various elements including: project booklets, brochures, proposal covers, logos, web graphics, and informational charts and graphics.

#### **Print Coordinator**

FusionDM  
San Francisco, CA  
March 2000 – July 2001

Liaison between the account service, creative, and production departments for all in-house print projects. Develop and maintain schedules for all print projects. Coordinate estimating and bidding between company vendors and the production manager. Maintain creative sample library.

### SKILLS SET

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Experienced in branding, visual identity, design & layout, print production, interactive design, package design & product marketing.

### TECHNOLOGY

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Proficient on both PC and Mac platforms in all major programs including: Adobe Acrobat, Illustrator, InDesign, Photoshop, Dreamweaver, Flash; Macromedia Fireworks, QuarkXpress, Quicktime Pro, Microsoft Excel, Power Point, Visio, and Word. Familiar with Action Script, Java Script & CSS.

### EDUCATION

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**BA, Visual Communication**  
**BA, Criminology**

University Of California, Davis; March 2004  
California State University, Fresno; May 1997