

DOUG CROSS

graphic designer . photographer . web designer

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Progressive design professional with 10+ years of experience, poised to contribute innovative graphic artistry to your creative team to produce highest caliber advertising and promotional campaigns, utilizing the most current technologies, and collaborative brainstorming strategies.

Experience

Graphic Designer

BayCare Health System, Clearwater, FL • 2006-2010

- Produced highly visual graphic designs and quality artwork for advertising and marketing materials, including logos, brochures, flyers, and direct-mail pieces, providing original, creative design solutions to meet client needs.
- Created and prepared graphics and images for websites utilizing knowledge and experience from web site design.
- Researched various stock photo sources and recommended best photo options for new branding campaign.
- Brainstormed and produced creative campaigns designed to bring new customers to the client.

Graphic Designer / Web Designer

Affinity Marketing and Communication, Dunedin, FL • 2004-2006

- Developed original designs and layouts for clients delivered on time and within budget.
- Developed and facilitated new Web site designs to enhance visual impact.
- Prepared and collected files for output assuring proper color separation, bleeds and trim.
- Communicated directly with magazines and newspapers on delivery of files for print.

Graphic Designer

Cox Target Media, Largo, FL • 1991-2004

- Developed original designs and prepared layouts from client-supplied visuals, samples, and sketches, producing effective final products.
- Prepared digital artwork files to pre-press specifications.
- Verified supplied ads had all the proper files and fonts to print and made any adjustments needed to convert to our format.

Skills

Graphic Design

Logo design, illustration, ad layout, typography, web design, flash

Technical

Trouble shoot software, hardware and printing issues. Computer maintenance including upgrading ram, installing hard drives, etc.

Computer Software

Photoshop	Lightroom
Illustrator	QuarkExpress
InDesign	Freehand
Fireworks	Pagemaker
Dreamweaver	Bryce 3D
Acrobat	Painter

Education

Associates Degree in Commercial Art
Tampa Technical Institute
Tampa, Florida

Other:

Attended various conferences/seminars:
Adweek
How
Adobe Photoshop Seminars
Photoshop World

Affiliation

Member, National Association of
Photoshop Professionals (NAPP)