

Ray Carlson

ART DIRECTOR + GRAPHIC DESIGNER

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SUMMARY

Graphic Design Professional with expertise in high-quality art direction in a fast-paced work environment. Core strengths include page layout and design, typography, creative problem solving skills and overseeing outside illustrators and freelancers. Experienced within the fields of publishing, advertising and production. Proven track record of consistently meeting or exceeding deadlines. Excellent communicator who is able to quickly adapt to new situations and to effectively manage resources and multitask. Ability to direct and inspire other in-house creatives.

Proficient with Macintosh OS X and Windows design software including Adobe CS (InDesign with K4 and InCopy, Photoshop, Illustrator, the Digital Publishing Suite, Dreamweaver, Fireworks, Flash, Acrobat) and Quark XPress.

EXPERIENCE

THE SANDPAPER, INC., Surf City, NJ 4/2012–Present
Production Designer

Creation and production of advertising designs and editorial content for regional news and real estate publications under tight weekly deadlines. Supervise the conversion of all files to final PDFs for printing press and online editions.

FREELANCE DESIGNER 6/2009–Present

CLIENTS INCLUDE: American Media Inc., American Park Network, Bauer Publishing, Clear Channel Radio Digital and The Scarsdale Inquirer.

THE NIELSEN COMPANY / VNU BUSINESS MEDIA, New York, NY 12/1993–6/2009

Art Director / RADIO & RECORDS Magazine (8/2006–6/2009)

Art Director / BILLBOARD RADIO MONITOR Magazine (7/2004–8/2006)

Art Director / AIRPLAY MONITOR Magazine(s) (9/1997–7/2004)

Advertising Art Director / AIRPLAY MONITOR Magazine(s) (12/1993–9/1997)

- Designed attractive, original and contemporary editorial content and special sections for well-known national trade publications under tight weekly deadlines.
- Maintained the high visual standards that were established after two complete publication redesigns and rebrandings which received strong positive reactions from subscribers.
- Commissioned illustrations and selected photographs from photo shoots to create artwork that complemented editorial pages.
- Developed and produced all design elements for *35 Years of Radio & Records*, a special commemorative issue containing many essays, stories, timelines and historical photos assembled over the course of 72 pages of edit.
- Selected the best and most cost-effective stock photography to increase revenue for the company.
- Supervised the design and production of all interior advertising and the conversion of all ad files to PDFs for printing press. Interviewed, hired and trained part-time art staff to assist with the streamlining of the advertising production process.

Advertising Graphic Artist / BILLBOARD Magazine (7/2004–8/2006)

Assistant to the Art Director / BILLBOARD Magazine (12/1993–7/2004)

- Preflighted and troubleshooted all advertising files under tight deadlines. Created, resized and reconfigured ads as needed. Converted all ad files to PDFs for printing press.
- Assisted Art Director with page layout, photo manipulation and chart production.

EDUCATION

Master of Fine Arts, Computer Graphics Design, Rochester Institute of Technology, Rochester, NY

Bachelor of Fine Arts, Graphic Design, Rochester Institute of Technology, Rochester, NY

eMagazines with InDesign, Quark to InDesign CS4, Adobe Flash CS4, Noble Desktop, New York, NY

Dreamweaver Complete, Future Media Concepts, New York, NY