

# SHAWN M. GORRITZ

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## QUALIFICATIONS:

Accomplished, multitalented **Senior Designer** with a proven ability to produce compelling and successful print and web campaigns within client budget. Exceptional team player who values the collaborative process. Accustomed to working within tight deadlines. Skilled in vendor and client relations. 10+ years experience in print advertising, marketing and direct mail.

## CREATIVE EXPERIENCE:

### PRINT:

Logos  
Stationery & Business Cards  
Brochures  
Direct Mail  
Advertising  
Signage & Posters

### PHOTOGRAPHY:

Retouching  
Photo Manipulation  
and Restoration  
Digital

### WEB & MEDIA:

Eblasts  
Web Site Design  
CD & DVD cover design  
DVD menus

### ILLUSTRATION:

Drawing  
Inks  
Digital Art

## TOOLS:

Adobe Software: CS2 & CS3 - Photoshop: 8 Years, Illustrator: 8 Years, Dreamweaver: 2 Years, Acrobat: 5 Years, Indesign: 2 Years. Quark Express: 8 Years. Microsoft Word: 2 Years.

## PROFESSIONAL EXPERIENCE:

### Graves Advertising, Lake Forest, CA • July 2003 – July 2008

#### *Senior Designer/Art Director - February 2007 – July 2008*

- Worked closely with the Creative Director and Account Executives to concept and produce total campaign materials.
- Researched and purchased new computer and print products for the agency.
- Was responsible for hiring Art Department employees and freelancers.
- Same responsibilities as Graphic Designer and Assistant Art Director.

#### *Assistant Art Director - July 2005 – February 2007*

- Assisted the Art Director with the day-to-day Art Department operations such as interviewing potential designers, monitoring job tracking and doing inventory.
- Began designing websites and eblasts.
- Responsible for moderate IT duties and troubleshooting.
- Same responsibilities as Graphic Designer.

#### *Graphic Designer - July 2003 – July 2005*

- Responsible for conception, design and production of award-winning marketing materials for our new home industry clients. The campaigns typically included logo design, stationery package, master postcard, VIP and Grand Opening invitations, support materials including on-site signage, flyers, newspaper and magazine ads.
- I attended press-checks and approved all final print projects.

## **Mouse Graphics, Costa Mesa, CA • October 2001 – September 2002**

### *Graphic Designer/Technician*

- Responsible for conception, design and production of business cards, flyers, brochures, booklets, posters, banners, displays and various other client print projects.
- Designed trade show graphics including large format prints and banners.
- Prepared files for digital output.
- Scanned and color corrected photos and artwork for design and prints.
- Designed custom artwork.
- Responsible for processing multiple print projects on tight deadlines.
- Assisted clients at front counter.

## **The Arizona Republic, Phoenix, Arizona • May 1996 - April 2001**

### *Designer Direct Mail Marketing • February, 1999 – April 2001*

- Responsible for conception, design and production of direct mail advertising, circulation direct mail and miscellaneous client print projects. Direct mail piece projects include self mailers, post cards, letter/envelopes, invitations and brochures.
- Design custom artwork.
- Check and pre-flight client disk-ready artwork.
- Responsible for checking print vendor blue lines and match prints.
- Job archiving and file maintenance.

### *Production Artist • May 1996 - February 1999*

- Designed and followed layouts for retail and classified advertisements for daily statewide newspaper.
- Designed corporate logos.
- Designed and produced spec ads for prospective clients.
- Developed campaigns and accompanied sales staff on appointments with clients to discuss and plan advertising options.

## **The Mesa Tribune, Mesa, Arizona • November 1990 - May 1996**

### *Clipper Magazine Lead Artist • May 1995 – May 1996*

- Responsible for conception, design and production of multi-zoned 6 issue Clipper Coupon magazine.
- Worked closely with Account Executives to ensure client satisfaction.
- Assisted camera department with burning plates.
- Traveled to outside vendor for press checks.

### *Page Make-Up Weekend Supervisor • April 1994 – May 1995*

- Same responsibilities as Page Make-Up artist.
- Lead the page make-up team during weekend operations.
- Maintained work flow.
- Communicated directly with editorial department to ensure proper news item placement.
- Quality control and press checks for the 4 daily editions.