

JOHN O'LEARY
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OBJECTIVE

To secure a graphic design position in a fast-paced creative organization and contribute to its success and growth.

PROFESSIONAL PROFILE

Highly proficient in the following programs:

ADVANCED

- Adobe Photoshop CS5
- Adobe Illustrator CS5
- Adobe InDesign CS5
- Adobe ImageReady CS5
- Dreamweaver
- Quark XPress
- Working Knowledge of HTML and CSS

SKILLS

- Package design
- Print layout design
(Single/multiple page spreads, booklets, brochures, identity/ branding, etc.)
- Advanced photo retouching
- Illustration
- Web Design
- Multi Media Advertising
- Proficient in both MAC and PC platforms
- Background in traditional drawing and painting
- Detail oriented, well organized, works fast and works well under tight deadlines.
- Familiar with the print production process.
- Works well in a diverse team environment, and also works well independently.
- Able to manage multiple projects and responsibilities simultaneously.
- Excellent communication, organizational skills.
- Motivated, adaptable, and quick learning.

EDUCATION

School of Visual Arts, Manhattan, N.Y.
Bachelor of Fine Arts in Illustration
School of Visual Arts, Manhattan, N.Y.
Continued study in Graphic Design
Ducret School of Art, Plainfield, N.J.
Continued study in Fine Arts and Graphic Design

PROFESSIONAL EXPERIENCE

McFarlane Toys, Bloomingdale, N.J.
Senior Graphic Designer | 2006 - 2009

Responsible for all aspects of package design for new products. This includes the design and layout of packages. The design and layout of single and multi page inserts and booklets. Creating new graphics for new product packaging and following style guides for licensed products. Creating new logos and recreating existing logos for use on packages and products. Using Photoshop to paint and/or retouch product shots used on packages, in advertisements, and for approval by licensors. Work closely with the creative director to design the overall look of the product line, develop color concepts for new products and new ways of constructing packages. Often having to build package comps to be used in some product photography and to anticipate any structural problems. Usually working under tight deadlines on multiple projects at once so staying organized is extremely important. Required to follow a production schedule and a file archive system for all new designs created.

5 Across Inc.

Freelance Designer/Art Director | 2001 - present

Providing designs for a variety of clients on a freelance/contract basis. Working closely with clients from concept to completion to make sure the ideas of the client are expressed clearly, creatively and effectively. Always trying to push the designs in new and innovative directions whenever appropriate. Projects include logo design, branding/identity, media kits, promotional packages, art direction of complete marketing campaigns, art direction/ design and layout of all forms of print and digital media. Actively involved in the marketing, promoting and art direction for select clients, occasionally collaborating with other companies or agencies to achieve a specific marketing objective.

SOME COMPANIES I HAVE FREELANCED FOR

Out of Bounds Rideshop

Responsible for Growing the OOB brand by implementing new marketing strategies and coordinating promotional events with the shop owners. Designing all promotional materials including shop clothing and accessories.

One Flight Up Design & Innovation, Inc.

Responsible for helping design and prepare a new product line for a sales presentation to the client.

Haddad Brands

Assisted in layout and design of sample materials for new product lines. Designs were used in sales presentations for a verity of brands.

Turbine Boardwear

Concept and completion of the 2010/2011 advertising campaign, 2 product catalogs and swatch card. Art direction of photo shoots. Pattern design and graphic design for apparel.