RESUME

KURT LUDWIG DESIGN

El Cerrito, CA
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kurtludwigdesign.com

Work Experience

Kurt Ludwig Design
El Cerrito, CA
Principal, Director, Designer
Freelance Art Director & Graphic/Web Designer
Managing all business aspects and teams while creating communications for clients and freelance employers.
June 2003–Present

Select Clients:

ABC-CLIO
Adaptive Curriculum
California Climate and Agriculture Network
Epsilen
Everloop
Face Reality Skin Care
GenPlay Games
Herbert Engineering Corp.
Houghton Mifflin Harcourt
Meyer Sound
Pearson Foundation
Sam Butler Callahan Foundation
Teachers' Curriculum Institute
Ujogo
University of California, Berkeley
VentureBeat

Select Clients with Freelance Employers:

AMD (Bite Communications)
Astellas Pharma (Kane & Finkel)
AXA Rosenberg (Formative)
Aradigm (Casper Design Group)
Mission Hill Winery (M Space)
Safeway (Crossover Creative Group)
Southern Nevada Water Authority (Academy Studios)
Wells Fargo (Design One)

Casper Design Group
Berkeley, CA
Graphic Designer (full-time)
Helped clients build and extend their corporate brand-identity across various media.
March 2000–May 2003

Select Clients:

Asia Foundation
Chiron
DPR Construction
Lucent Technologies
Openwave
PeopleSoft
Sangamo BioSciences
Union Bank of California Foundation

Datascope
Montvale, NJ
Graphic Designer (full-time)
Designed informational and promotional materials in-house for a leading international medical company.
June 1999–December 1999

Education

Rochester Institute of Technology
School of Design
Rochester, NY
Bachelor of Fine Arts/Graphic Design
May 1999

Software Experience (Mac)

Acrobat X Pro
Dreamweaver CS5.5
Fireworks CS5.1
Flash CS5.5
Flash Catalyst CS5.5
Illustrator CS5.1
InDesign CS5.5
Microsoft Office
Photoshop CS5.1
QuarkXPress 9

Design & Business Experience

60% Print – Everything from start to finish
40% Interactive – Design, direction, and minimal coding

Advertising (print & interactive)
Annual Reports (print & interactive)
Banners & Posters
Billboards
Books/eBooks
Branding & Identity
Brochures (print & interactive)
Budgeting
Business Collateral
Catalogs (print & interactive)
Client Acquisition & New-Business Development
Client Management
Client Meetings
Color Correction
Conferences & Trade Shows
Contracts
Copy Writing & Editing
Creative-Team Management
Current Trends
Editorial (print & interactive)
Environmental Graphics
Estimates & Proposals
Graphic/HTML Emails
HTML & CSS (basic)
Icons
Illustration
Image Libraries
Interactive Media
Letterheads & Business Cards
Logos
Maintaining Software Updates
Marketing Strategy
Naming & Trademark Registration
Newsletters (print & interactive)
Packaging
Photography
Pre-Press/Web/UI Production
Presentations (PowerPoint et al.)
Press Checks
Print & Vendor Management
Proofing
SEO & Web Analytics
Social-Media Management
Style Guides & Templates (print & interactive)
Third-Party Art Management
Typesetting
Typography/Web Fonts
User Interfaces
Websites & Mobile Sites/Apps
Wine Labels
Wireframes & Prototypes
WordPress

Available for full-time, part-time, and freelance work
References and print portfolio available upon request