

Jeffrey W Holter

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Work Experience

<Client/Brand List on last page>

Freelance Creative

Clarkston, Michigan _ August 2006 – Present

- ❖ **Responsibilities:** Concepting and designing marketing/promotional materials including event/experiential marketing, Point of Sale (POS)/Point of Purchase (POP), displays & packaging.
- ❖ **Creative Services:** Sketching, digital illustration and rendering for comp purposes and high- resolution keyline-ready art, photography and photo-retouching,
- ❖ **Online Design:** Website design and development, including banner ads.

Senior Art Director

141 Worldwide /Ogilvy & Mather | Chicago, Illinois _ August 1999 - August 2006

- ❖ **Responsibilities:** Provided art direction and project management including concept, design, and creation of promotional visuals for client projects. Developed concepts from pencil/thumbnailed stage through to digitally rendered comps. Responsibilities also included directing photo shoots, locating & hiring freelancers, creating high-resolution keyline-ready art as necessary, and overseeing projects through production.

Senior Digital Designer/Art Director

The Marketing Continuum | Dallas, Texas _ March 1997 - August 1999

- ❖ **Responsibilities:** Art Direction, Design, Render - concept and design, created digitally rendered comps and high resolution production-ready final art, and project management.
- ❖ **Additional responsibilities:** Provided tech support to all Creatives on Mac/Apple systems. Provided tech support, help, and advice to all Creatives for graphics software including Adobe Photoshop and Illustrator.

Digital Designer/Comp Artist

Tracy Locke/DDBNeedham | Dallas, Texas _ May 1994 - March 1997

- ❖ **Responsibilities:** Created digitally rendered compositional art from pencil sketches or verbal concepts, and provided art direction as necessary.
- ❖ **Additional Responsibilities:**
 - Provided advice and support to all Creatives for graphics applications including Adobe Photoshop, Adobe Illustrator, and Quark Express.
 - Provided IT support for Creative's Mac OS based computers as well as Iris and Phaser printers. This developed into an unofficial secondary position at the agency.

Achievements

- ❖ Participated in Adobe's Prerelease Program for Beta-testing Photoshop and Bridge CS4. <Summer 2008>
- ❖ Became first Creative at 141WW/Ogilvy & Mather to relocate and work from remote office for a duration of 6 years.
- ❖ Asked to conduct seminars for all agency Creatives in Adobe Photoshop / Illustrator techniques as new releases became available. <141WW/Ogilvy & Mather _ August 1999 – August 2006>

MAD SKILLZ!

- ❖ Possess a talent for creating client-pleasing designs running the gamut from edgy designs aimed at twenty-somethings to traditional designs aimed at the average homemaker.
- ❖ Work comfortably in a wide variety of media including digital, pencil, web-based, multimedia and 3 dimensional constructions.
- ❖ Manage projects from concept stage to final high resolution art, including digital imaging, photo-retouching, and keylines.
- ❖ Able to consistently and reliably produce quality work under tight deadlines.
- ❖ Expertise with industry technology and software: Possess knowledge and ability to diagnose and maintain computer equipment and software, and provide tech support for colleagues.
- ❖ Apply well-honed drafting and industrial design skills on a daily basis. This knowledge has proven invaluable when designing 3-dimensional displays and packaging for clients in the advertising, promotions/marketing industry.

Computer: Operating Systems

- ❖ Advanced technical knowledge of the Mac Operating System and Hardware. Basic knowledge of Windows.

Computer: Software

- ❖ Expert knowledge of Adobe Photoshop CS4, Adobe Illustrator CS3, Adobe Bridge CS4, Adobe Indesign CS2, Adobe Dreamweaver CS3, Adobe Fireworks CS3, Adobe Acrobat, Microsoft Entourage, Firefox, Opera and Safari.
- ❖ Working knowledge of Adobe Flash CS3, Microsoft Word, Microsoft Excel, Microsoft Powerpoint, and TurboCad for Mac.
- ❖ Also proficient in Mac OS utility applications such as TechTool Pro, Disk Utility, DejaVu, Carbon Copy Cloner, FontDoctor, FontExplorer X and Toast.

Computer: Highlights

- ❖ Organized and conducted internal agency seminars on techniques and new releases of Adobe applications

Education

Graphic Design/Technical Illustration

Bemidji State University - Bemidji, Minnesota 1989-1992

Highlights: Emphasis on Design w/ Fine Art background

Clients/Brands

Labatt USA

- ❖ Labatt Blue
- ❖ Tecate
- ❖ Dos Equis
- ❖ Rolling Rock
- ❖ Bohemia
- ❖ Hoegaarden
- ❖ Leffe

Pepsico International

- ❖ Pepsi
- ❖ Mountain Dew
- ❖ Aquafina
- ❖ Allsport

Unilever

- ❖ Suave
- ❖ Degree

Gambrinas

- ❖ Moosehead
- ❖ Pete's Wicked Ale

Jim Beam Brands

- ❖ Jim Beam
- ❖ Geyser Peak
- ❖ Canyon Road
- ❖ De Kuyper
- ❖ Kessler
- ❖ Windsor

Dr Pepper/Seven Up, Inc

- ❖ Dr Pepper
- ❖ 7UP

SC Johnson

- ❖ Raid
- ❖ OFF!
- ❖ Glade
- ❖ Scrubbing Bubbles
- ❖ Pledge
- ❖ Windex

Kraft

- ❖ Jack's Pizza
- ❖ DiGiorno
- ❖ Tombstone

Keebler/CheezIt

Motorola

Nokia

Microsoft

Snapple

Corona

Hyundai

International Trucks

Kawasaki