



- (859) 321-2634
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Graphic design exists to bring more interest, clarity, meaning, and beauty to visual information. Good design can invoke feelings and catch the eye through color, form, and shape. I offer over twenty years' experience in developing marketing and communications plans and brand awareness campaigns. My career has built expertise in creative design concepts, catalog and brochure design, logo development, and print production of promotional materials and signage.

## WORK EXPERIENCE

February 1998 -  
June 2020

### **American Probation and Parole Association**

Creative Services  
Brand Management

- ▶ Provide multiple design concepts and recommendations to internal and external audiences.
- ▶ Maintained brand consistency across all media platforms.
- ▶ Design and publish annual reports, conference information quarterly journals and grant-associated publications.

Responsible for all aspects of design, from planning to publishing. Over 200 published works in various media formats. Oversaw all merchandise design and fulfillment. Media design ranged from print to virtual trainings.

January 2009 -  
Present Day

### **AdLiB Design**

Creative Director  
www.ad-lib-design.com

- ▶ Branding, logo design, and marketing outreach
- ▶ Planning and photographing in-person events
- ▶ Design and production of promotional merchandise and literature
- ▶ Social media and web design
- ▶ 80% of clients have been in remote working scenario

Major clients include: Generis, Pickett Brass Versailles Brewing Company, Wilderness North, The Lexington Brass Band, Lafayette High School

January 1996-  
January 1998




### **Versa Tech Engineering**

Lead Purchaser

Responsible for budgeting and purchasing all commercial products (approximate budget \$250,000 annually) for custom design and build engineering firm.



**JOHN R. HIGGINS**  
GRAPHIC DESIGNER

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## REFERENCES

### **Craig Loscalzo, Ph.D.**

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### **Bridgette Comeaux**

V.P., Operations  
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## SKILLS SET

### Computer-Based



ADOBE PHOTOSHOP  
*Expert*



ADOBE ILLUSTRATOR  
*Expert*



ADOBE INDESIGN  
*Expert*



ADOBE ACROBAT  
*Expert*



MICROSOFT POWERPOINT  
*Expert*



MICROSOFT EXCEL  
*Advanced*



ADOBE PREMIERE PRO  
*Proficient*



MICROSOFT WORD  
*Proficient*

### Other Skills



MUSICIAN  
*Expert*



PUBLIC SPEAKING  
*Advanced*



VOICE OVER/NARRATION  
*Advanced*



DIGITAL PHOTOGRAPHY  
*Advanced*



TEXAS-STYLE BARBECUE  
*Advanced*



GOLF  
*Advanced*