



# John T. Cleveland

GRAPHIC DESIGNER

ART DIRECTOR

## OBJECTIVE

Position as a Graphic Designer or Art Director where I can use my design and project management skills to improve your company or client's image.

## SKILLS

- Graphic Design (Print and Online)
- Art Direction
- Photo Retouching
- Web Graphics
- HTML and CSS
- File Preparation/Preflight
- Digital Photography

## SOFTWARE

- ADOBE CREATIVE SUITE: InDesign, Photoshop, Illustrator, Acrobat
- QuarkXPress
- MICROSOFT OFFICE: Word, Excel, Powerpoint, Entourage
- FONT MANAGEMENT SOFTWARE: Suitcase Fusion, Font Reserve
- Mac OS and PC

## AWARDS

- Best overall newspaper design from New England Press Association (NEPA)
- Best local advertisement from NEPA (3 times)
- Best newspaper website from NEPA
- Best infographics page from NEPA
- Winner of Sandisfield Cultural Council logo contest

## EDUCATION

Bachelor of Science in Design  
Buffalo State College – Buffalo, NY

## EXPERIENCE

### PRODUCTION MANAGER / GRAPHIC DESIGNER

COMMONWEALTH CREATIVE ASSOCIATES – Framingham, MA.....10/2008 – 4/2009

- Design and layout of a wide range of projects: Ads, direct mail, newsletters, brochures, posters, billboards, tradeshow graphics, websites and banner ads.
- Improved relations with print vendors to obtain better quality, pricing and turnaround time.
- Prepared and sent accurate files to printers and publications.
- Ensured quality of printed pieces by attending press checks.

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**JOHN T.  
CLEVELAND**

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Experience continued

**PRODUCTION MANAGER / ART DIRECTOR**

THE WARREN GROUP – Boston, MA.....9/2000 – 10/2008

*Started as Production staff, promoted to Assistant Production Manager, then promoted to Production Manager 2 years later.*

AS ASSISTANT PRODUCTION MANAGER:

- Produced weekly newspaper (Banker & Tradesman) and special sections: Page layout, photo scanning, creating and troubleshooting ads, processing and color correction of digital photos.
- Saved the company money on a computer technician by troubleshooting and maintaining the department's Macintosh computers.
- Designed new Banker & Tradesman website.
- Increased speed and efficiency of publication layout by creating QuarkXpress templates, style sheets and library.

AS PRODUCTION MANAGER:

- Guided 4 designers in layout of 2 weekly newspapers and almost 20 quarterly magazines.
- Conceptualized and designed covers and story graphics by collaborating with the Editorial Department.
- Improved interaction between Production and Advertising Departments by developing a new system for ad flow, which greatly improved the efficiency and accuracy of ad placement in the publications.
- Lead designer for Banker & Tradesman website redesign.
- Transitioned the department's page layout program from QuarkXpress to Adobe InDesign, which increased speed and efficiency of laying out the publications.
- Successfully implemented 2 hardware/software upgrades.

**ART DIRECTOR**

MERRIMACK VALLEY MAGAZINE – Methuen, MA .....9/2006 – 6/2008

- Established look and feel of brand new lifestyle magazine.
- Produced every issue: Design, photo editing and color correction, ad design, ad preflight, and creation of the final press-ready PDF.
- Designed marketing materials promoting the magazine: Ads, sell sheets and billboard.

**SENIOR GRAPHIC ARTIST**

COLOR FOR REAL ESTATE – Lee, MA .....6/1997 – 8/2000

*Promoted from Graphic Artist to Senior Graphic Artist in less than a year.*

- Designed upwards of 15 projects per day: Postcards, brochures, business cards, bookmarks and calendars. Worked directly with clients on more complex brochures.v

**ADDITIONAL PROJECTS**

- HOUGHTON MIFFLIN HARCOURT ..... 2009  
Designed and produced a brand new magazine for the international publishing division.
- MASSACHUSETTS BOARD OF REAL ESTATE APPRAISERS ..... 2009  
Designed logo for new members-only website.
- JUST CONSULTING ..... 2009  
Designed identity package: Logo, business card and letterhead.
- RELAY FOR LIFE ..... 2009  
Designed theme logo and cookbook cover for the event.  
Designed a banner for one of the team's campsites.
- JEKUS CROBE (band)..... 2006  
Designed CD and packaging, poster, business card, t-shirt and website.
- 512 MEDIA..... 2006  
Designed billboard and website.

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