Don Conley

Graphic Designer/Illustrator

Contact & Portfolio

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Skills

InDesign, Illustrator, Photoshop, Acrobat, DreamWeaver, MS Office, HTML/CSS, Javascript, Mac OSX, System Administration/Maintenance

Traditional Media: Oil, Water Color, Graphite, Collage, Airbrush

Digital Photography

Education

Carnegie-Mellon University, Pittsburgh, PA
Bachelor of Arts in Art-Major: Illustration/Painting
1982 – 1986

References

Available upon request

Profile

A graphic designer and illustrator with over 20 years of professional experience, utilizing both digital and traditional media. Particular expertise in Photoshop, Illustrator, photo compositing and photo illustration. Also adept at collage style imagery, technical drawing, photography and original illustration.

Experience

Freelance Illustration/Presentation Layout
Spencer Hall Branding Strategies | Cincinnati, OH | March 2016 – Present

Developed visual branding concepts, packaging mockups, and decks for numerous commercial products. The majority of work involved mocking up package illustrations based on newly proposed product ideas that did not yet exist, often showing them in use. Major photo compositing was involved using generic package images combined with simulated contents and branding applied to labels and containers. Supporting elements, such as a hand using an item, were often added to the compositions.

Clients included: Dawn Dishwashing Liquid, Old Spice Swagger, Keurig and Green Mountain Coffee, Arm & Hammer Toothcare Products, CLR Cleaning Products, Sargento Cheese Products, Charbroil/Oklahoma Joe Grills.
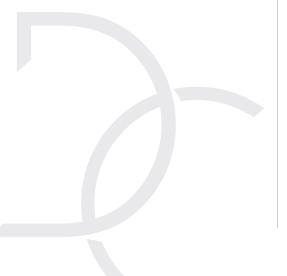
Owner/Operator/Art Director
The StrikeZone Baseball & Softball Academy LLC | Alexandria, VA | July 2005 – Sept. 2020

Aside from performing management and operational duties for an indoor baseball facility, I also design and develop all of the marketing and promotional materials for the operation, as well as internal documents, such as signage, forms and diagrams. This includes online materials such as the design and build-out of the company website–including regular updates, email marketing design/production, and ads for Facebook and Twitter. Promotional Materials include print ads, brochures, flyers, cards, and other collateral such as custom gift certificates, gift cards, hats and t-shirts. I designed the initial identity system for the StrikeZone as well, including the logo, color scheme, and overall look and feel of all related company materials.

Accomplishments:

- Designed the entire company identity, including logo, advertising, internal documents as well as print collateral and promotional materials. Social media includes facebook and twitter ads and posts.

- Designed, built and updated the company website, including all seasonal graphics and online advertisements included in the site, and the facility schedule.

- Designed and distributed numerous promotional email ads, including a bi-monthly email newsletter providing promotions and updates to facility events and offerings.

Art Director
studiographX, LLC | Alexandria, VA | April 2002 – April 2012

Was overseer of creative direction, design, illustration, and production for print and web projects. The variety of clients ranged from large and small corporations such as CB Richard Ellis, MCI, and Global Prospects, to non-profit entities such as American Diabetes Association, Georgetown University, International Reading Association and World Presidents' Organization. Acted not only as the Art Director, but also the Account Executive, handling all project phases from initial client discovery (detailing, context and scope), to proposal generation. Provided creative concepts which supported the common goals of the project and addressed the target audience. Facilitated client pitch meetings and oversaw the project to final production. Projects included: B2B/B2C collateral, brochures, packaging, advertising, branding, identity/logo design, web site design html page production, and flash animation.

Accomplishments:

- Redesigned and launched the company website, which implemented Flash animation and actionscripting, and introduced an interactive portfolio resulting in a 22% traffic increase. In addition, the site was featured on the CoolHomePages.com site of the day.

- Produced, and contributed to the strategic creation of a number of cross-media branding campaigns consisting of websites with supporting print collateral resulting in recognition and increased revenue for the client.

- Saved the company thousands of dollars in illustration commissions and useage rights fees by creating illustrations and graphcs in-house.

Art Director/Sr. Graphic/Multimedia Designer
Carter Cosgrove + Co. | Alexandria, VA | October 1999 – April 2002

Provided design and illustration for print and web projects for a variety of multi-million dollar corporate clients including Deltek, Fannie Mae Foundation, GE Information Systems and Watson Wyatt WorldWide. Handled project phases from initial proposal, to concept, to final production. Collaborated with the principals on client pitch meetings, and was sought out for technical expertise on print and web deliverables. Projects included collateral, brochures, advertising, logo design, web site design, information architecture and graphic production.

Sr. Graphic Designer/System Administrator
MCI Telecommunications | Arlington, VA | August 1988 – September 1999

Designed a variety of projects including brochures, posters, newsletters and identity campaigns for a wide range of clients ranging from company-wide department Managers, to the central corporate communications group, to various internal marketing groups. Also provided assistance as needed to colleagues with layout, design and technical expertise for various software programs. Projects were handled from inception to final production, including close work with external vendors such as printers and service bureaus.

System administration duties included: troubleshooting software and hardware issues, budgeting, researching and advising management on future software/hardware upgrades and purchases for a 14 workstation Macintosh network. Additional tasks included training and assisting other designers with digital production issues, configuring workstations via hardware and software installation, developing and implementing a color management strategy, and installing and maintaining a fileserver, webserver and backup system.