

JOHN ANDREW HECK

San Jose, CA 95123

home: 408-972-0862 • cell: 408-307-0672

email: john@johnsweblounge.com • portfolio: www.johnsweblounge.com

SUMMARY

Graphic Designer with over 14 years of diversified graphic design and production management experience, working with a wide variety of tools in both startups and large corporations. Key strengths include:

- Highly developed organizational and planning skills, proven ability to work efficiently and effectively to meet all deadlines
- In-depth fine arts training; expert in information design, website navigation design and layout
- Strong interpersonal and communication skills, recognized as an upbeat team player with a “can-do” attitude
- Demonstrated ability to manage teams, and to facilitate communication with multiple internal and external partners

TECHNICAL SKILLS

Graphic & Print: Adobe Photoshop, Illustrator, InDesign, Acrobat, Scene 7; QuarkXPress

Web Design: Adobe Dreamweaver, Fireworks, HTML, CSS, Amazon WebStore, Google AdWords, Web 2.0 Tools

Office Applications: Microsoft Word, Excel, PowerPoint; FileMaker Pro

Operating Systems: Windows XP, Windows 7, Macintosh OSX

PROFESSIONAL EXPERIENCE

Freelance Graphic Design, San Jose, CA 1999 – Present

Freelance Graphic Designer

Create brand identity and logo design for new and existing small businesses; provide clients with product photography, product packaging, stationary, company literature, press releases, brochures, book layouts and training manuals. Additional responsibilities include:

- Design of corporate websites making use of PHP and Amazon shopping carts creating greater online sales
- Web site consultation for independent businesses, including appropriate use of Web 2.0 solutions to increase web traffic
- Photography of rapidly changing product lines for timely completion of projects and immediate sales of new merchandise

Robert Half International, Menlo Park, CA 2011

Production Artist/Graphics Editor – Consultant

Managed up to 30 simultaneous projects with competing deadlines, for multiple art directors. Projects included creation of template and original artwork for 10 lines of business and numerous clients.

Additional responsibilities included:

- Assisting in development of Robert Half Government branding, allowing Robert Half to spin off Protiviti Government to a new unique line of business.
- Provided timely support of corporate operations by creating and delivering white papers, web banners, brochures, email templates, photo retouching, magazine and Internet ads, and other types of internal and external collateral for domestic and international offices providing clients current marketing material for soliciting new and retaining old clients.
- Coordinated with clients and print managers for delivery of corporate collateral as both downloadable interactive PDFs and traditional print files.

Computer History Museum, Mountain View, CA

2010 – 2011

Graphics Editor/Production Artist – Consultant

Worked with museum management, curatorial staff and artifact photographer to set project priorities and deadlines; responsible for web content editorial decisions, and for providing input to photographer regarding composition and postproduction of artifact images. Additional responsibilities included:

- Photo retouching and restoration of over 6,000 images enabling a dynamic new look for the 4500 page museum website and breaking new ground on how visitors interact with the museum
- Timely completion of numerous conflicting tasks to support Marketing Department and Curatorial Team's creation of marketing collateral and exhibits
- Designed and created engaging menu systems for multimedia video stations interfaces resulting in the display of over 100 interactive video elements in the museum's physical exhibit

IPMS/USA Journal Magazine, San Jose, CA

2006 - Present

Project Manager/Art Director

Establish and enhance the design and oversee the day-to-day operations of a bi-monthly, 72 page, full-color magazine for the members of the U.S. branch of the International Plastic Modelers Society.

- Select, manage and set deadlines for content for each issue resulting in proper representation of membership interests
- Set specifications for advertisements, reviews, articles and photographs improving quality and consistency for each
- Responsible for design and layout of each issue, garnering community acclaim and resulting in an increase in membership and greater member retention

West Coast Yellow Pages, Foster City, CA

2005 - 2008

Senior Production Artist

Responsible for meeting with and creating advertisements for a large number of varied clients, and for prepress of local yellow page phone directories. Additional responsibilities:

- Established and implemented procedures for ad design and workflow which streamlined telephone directory production to meet demands in a deadline-driven environment
- Designed, wrote and updated manual providing Production Artists a comprehensive and standardized methodology and workflow which reduced training time for new artists, improved consistency and increased productivity
- Designed four-and one-color magazine-quality advertisements for hundreds of yellow page customers, which were used as the company's primary sales tool

OTHER EXPERIENCE

- Cocoon Nutrition, Cupertino, CA – Graphic Design Manager
- Astute Technology, Santa Clara, CA – Production Manager
- Virtual Training Company, Santa Clara, CA – Production Manager

AWARDS

- Three time winner of “Ad of the Month,” as awarded by advertising sales staff for best communication of advertiser service and visual impact – West Coast Yellow Pages
- Special Recognition for “Strong Work Ethic & Unique Skillset”, both of which I used to bring a high level of quality and creativity to support the museum's world-class vision of the “Revolution” exhibits – Computer History Museum

EDUCATION

B.A., General Studio Practice/Photography, San Jose State University, San Jose, CA