



44 Bridgeport Drive, St. Charles, MO • o 636.477.0182 • c 314.223.1381

---

## SUMMARY

Creative, enthusiastic, self-motivated graphic arts professional with a 19 year record of achievement in the graphic design industry. Strong client relationship skills and account management qualifications. Skillful team manager and motivational leader. Founded successful graphic design and illustration studio specializing in the development of deadline driven projects for print, web, packaging and advertising components. Fully qualified to manage projects from concept to completion according to client specifications.

### **Core competencies include:**

- Art Direction
- Creative Visual Conception
- Graphic Design Innovation
- Illustration
- Financial Record Management
- Team Building
- Client Relations
- Project Management and Scheduling
- Web Environment Design

## CAREER DEVELOPMENT

CURRANT DESIGN - St. Charles, Missouri

1996 to Present

*Graphic Design and Illustration Studio*

### **Founder/Creative Director**

*Created Currant Design as a versatile studio (networking graphic artists and printing resources) to support a growing client list cultivated over several years. Providing creative solutions for advertising and marketing material design, illustration for children's publishing, education and medical reference, web design for retail and manufacturing clients.*

- Conduct initial client interview to establish project parameters and scope of work specifications
- Manage the development of retail advertising, brand development, packaging and logo design resulting in repeat business and customer satisfaction for 10+ years.
- Establish project cost estimates and budget requirements for presentation to client
- Web environment design and maintenance using Dreamweaver, HTML, XHTML, CSS, and Flash
- Awarded National Television Academy design theme and printed materials project 4 years in a row. 2004-2007
- Designed capital campaign material for Water Project-Haiti resulting in 8 new wells for Haitian people
- Signing program development for corporate offices, retail stores, special events and trade shows
- Conceptualize graphic material for licensed properties development, style guides, instruction and procedures
- Design and engineer trade show exhibit materials and floor plan layout for product presentation
- Develop self-promotional and marketing material for email and regular mail dissemination generating new clientele and raising awareness for new services

**Client List:** *Express Scripts, Inc., HealthBridge, Inc., Save•A•Lot Food Stores, TGI Fridays, A.E. Schmidt Billiard Co., Aufferberg Motors, NTA National Television Academy, Deals Dollar Stores, Advertising in Motion, Inc., Top Graphics, Atlantis Marketing, Inc., Department of Veterans Affairs, University of Arkansas, Penton Overseas, Inc., Smart Kids Publishing, Inc., Edu/Tainment Inc., Zipatoni, Publications International, Kidio, Scholastic, The Clever Factory*

*Gary Currant*

44 Bridgeport Drive, St. Charles, MO • o 636.477.0182 • c 314.223.1381

---

ADVERTISING IN MOTION, INC. - St. Louis, MO

1997 - 1998

*Advertising Agency*

**Art Director**

- Managed in-house and contract resources: designers, writers, voice and acting talent as well as production studio and printing resources providing controlled cost and increased revenue for the agency
- Presented advertising concepts to clients and potential clients with estimated cost support
- Designed and develop corporate identity and product identity solutions
- Wrote, directed and produced 30 second and 60 second radio advertisement spots
- Directed camera crew, on-camera talent and prop crew on-location video production for TV advertising
- Coordinated and direct video and audio post-production resulting in cohesive advertising campaigns
- Designed and layout newspaper and trade magazine advertising campaigns
- Coordinated development of graphic solutions from conceptual stage to final production and printing services increasing client satisfaction and repeat business

VENTURE STORES, INC. - O'Fallon, MO

1989 - 1996

*Discount Retail Store Chain*

**Senior Graphic Designer** - Point Of Sale, Marketing Department

Primary responsibilities included: private label brand identity management, in-store signing and shop concept development. Supported advertising department with graphic design services and special event/sale graphics.

Achieved highest level performance rating and promoted to the level of Senior Graphic Designer from freelance production artist during my career with Venture Stores, Inc.

As a freelance production artist without computer capabilities, I educated myself on all of the Adobe products and QuarkXpress resulting in a full-time position and added responsibilities of tutoring department graphic designers.

## SOFTWARE SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe Flash

Adobe Dreamweaver

Adobe InDesign

QuarkXpress

HTML/XHTML/ CSS

Microsoft Office Suite

## EDUCATION

ST. LOUIS COMMUNITY COLLEGE - Florissant Valley Campus

1989

**Associates of Arts, Commercial Art and Advertising Design**

*Advertising Design and Commercial Art*

## PORTFOLIO

Visit [www.currantdesign.com](http://www.currantdesign.com) to review samples of recent graphic design, illustration and web design projects

---

Gary Currant

44 Bridgeport Drive, St. Charles, MO • o 636.477.0182 • c 314.223.1381





