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P R O F I C I E N C I E S

**Applications** Print: InDesign/InCopy Workflow, QuarkXPress, Word & Google Docs, Excel & Google Sheets, Acrobat Pro.

Web: HTML, CSS, JavaScript, WordPress, Dreamweaver, CodePen, Atom, Sublime Text (and other code editors).

Imaging: Illustrator, PhotoShop, Painter.

Presentation: PowerPoint & Google Slides.

Email: Benchmark, Cheetah Mail, Marketo, Litmus;

Project Management: Client-specific CMS apps: AC, AtTask, Lotus Notes, MediaBank, Workamajig.

**Assignments** Developing concepts & story/moodboards, branding & logo design, illustration, cohesive print/web design solutions, presentation & training materials, trade show & conference support, packaging & point of purchase displays, art direction & photoshoot direction, pre-press quality assurance.

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Q U A L I F I C A T I O N S

- College professor at BA and Associates levels;
- Extensive work in both print and web;
- Succinct presentation and educational materials;
- Innovative concept development ;
- Strength with structural and environmental graphics (truck wraps, signs, POPs, trade show booths, etc.);
- Strong interpersonal skills—both spoken and written;
- Organized, attentive to detail, able to analyze and streamline workflow;
- Comfortable working independently, as a team member, or as a team leader;
- Consistently on the mark in meeting client needs.
- Committed to perpetual learning and staying current.

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E X P E R I E N C E

- Adjunct Professor** **New England Institute of Technology** - As a faculty member of the Graphics, Multimedia and Web Design Program (GMW), a highly active role was assumed in developing course material for both the Associate's and Bachelor's programs. Collaborating with the department chair and with other professors, ensured a seamless integration of the courses to be taken in tandem within an academic quarter. Responding to the latest technology and application updates, the courses were continually modified and updated. Courses developed and taught: Design I, Intro to Web Design (DreamWeaver), HTML, WordPress, Digital Illustration (Illustrator), Digital Publishing (QuarkXpress & InDesign) and Typography II.  
*Sept. 2014 - June 2017*
- Freelance Print & Web Designer** **Agency & Independent contract work** - Services include: concept development, design, illustration, print production, presentations and web development. Work with clients from an array of industries including non-profit organizations, major corporations and sole proprietors. The following are select contributions made at some notable accounts:  
*1998 - present*
- May 2014 - July 2014* ▶ **Coldwell Banker** - Assisted a top-producing realtor with promotional items for an ongoing campaign to restore and market historic landmarks. Items included detailed architectural renderings, print collateral and signage.
- Nov 2012 - Jun 2013* ▶ **Mercer** - Assumed interchangeable roles on print and web teams, producing informational employee benefits pieces. Custom employee micro sites were developed for companies such as Dow Jones, Toyota and Thomson Reuters. Also produced PowerPoint presentations for sales meetings and internal communications.
- Jul 2012 - Nov 2012* ▶ **Liberty Mutual** - Designed print items for recruiting, retirees, and for internal communications. Also produced assets for web and email campaigns. Worked on concept/brand development for high-visibility events including the 2014 World Cup and Liberty's 'Legends of Golf Tournament.'
- Feb 2008 - Sep 2011* ▶ **Schneider Electric** - Design and layout of international publications, print ads, brochures, annual reports, packaging, trade show booths, web banners, e-news blasts and digital books. Translated into many languages, each piece was then adjusted for text wraps and localized content. Collaborating with international colleagues, communication skills were a must. During a workflow re-evaluation, I proposed a simple InDesign function that could decrease the company's exponentially growing file storage by 50%. My synchronizing the release of print/digital publications also proved to be a profitable adjustment, as time-sensitive promotions were a factor.
- Jul 2008 - Nov 2008* ▶ **Hasbro** - Assisted with the re-brand of Mr. Potato Head to target the pop culture market; collectable, theme-related characters were developed and presented to the marketing team. For other toys, all packaging was designed to be sustainable, keepsake play items. To avoid packaging with cluttered multi-lingual text, an item's play features were illustrated with visual callouts. In addition to design and illustration, my production efforts included direction of photo shoots, as well as model and wardrobe selection.
- Jul 2005 - Jun 2008* ▶ **CVS/Pharmacy** - Created in-store signage, store coupons and print ads. Designing for the CVS Brand, 3D renderings were created for closed packages—these renderings offered consumers a glimpse of the product inside.
- Jun 2000 - Aug 2000* ▶ **Citizens Bank** - Provided this New England-based bank with concept, design and illustration for two community outreach pieces, which promoted the bank's commitment to corporate citizenship.
- Sept 1998 - May 2000* ▶ **MetLife** - Collaborated with the company's Marketing Department and Media Center on projects such as: an award-winning, children's boating safety coloring/activity booklet created for the U.S. Coast Guard; creating a GUI and supporting illustrations for a proposed, interactive web portal for insurance quotes.

**Graphic Supervisor** **MetLife Auto & Home, Media Center** - Balancing originality with time and money, multiple assignments were managed from concept development to final production. Creative efforts with others resulted in several award-winning pieces, which either increased sales or generated customer response. Designated artist for an employee benefits program targeting large companies; produced all promotional materials and assisted with strategies for volume sales. Also responsible for producing three of the company's annual reports, as well as developing branding and promotional collateral for a financial planning program.

1988-1998

**Senior Tech Illustrator** **Prime Computer, Bedford, MA.** Worked in Technical Publications department at this manufacturer of CAD/CAM systems and software. Produced line drawings, diagrams and exploded views for user manuals and product literature. Also served as graphic standards consultant to technical writers and field engineers.

1986-1988

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## E D U C A T I O N

**Rhode Island School of Design**, Attended trade-related C.E. courses.

**Rhode Island College, B.A. Major:** Graphic Design.

**Northeastern University, C.E. courses:** Photography, Graphics Business Management.

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## C O N T A C T

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