

JOHN FONTANA

403 Roland Rd | Woodstock, VA 22664
540-335-9212 | john@versusthenorm.com

QUALIFICATIONS PROFILE

Graphic designer with special skills in trade show display layout, corporate identity, and illustration. Comprehensive knowledge of graphic design principles and production methods. Able to work in all areas of graphic design including page layout, web design, presentation design, image/photo-editing, vector and raster-based illustration, and large-format graphic design requirements. Extensive knowledge and experience with current print and print production processes including the creation of digital artwork for press quality output processes. **Web portfolio at www.versusthenorm.com**

TECHNICAL PROFICIENCY

Platforms: Mac OSX, Windows
Applications: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver, Fireworks) Quark Xpress, Wasatch Softrip (printing software), Mimaki Fine Cut (plotter software), Transmit (FTP software)
Printers: HP Designjet 5500, Mimaki JV3, Xerox DC12
Cutting plotter: Mimaki CG-160FXII
Web: HTML, CSS (basic knowledge)

PROFESSIONAL EXPERIENCE

Sprocket Studio, Winchester, VA **07/10 – 06/2011**
Graphic Designer/Industrial Designer

- Design and oversee implementation and upkeep of Sprocket Studio's website - www.sprocketstudio.com
- Product design and packaging design from conceptualization sketches to detailed illustrations and renders for presentation to high-profile brands such as Craftsman, Husky, and Crescent.
- Create product branding such as logos, layout of packaging graphics
- Participate in conference calls with clients, discussing feedback and direction of designs

STG, Inc., Army Research Laboratory, Adelphi, MD **04/09 – 06/2010**
Graphic Designer (Contractor)

- Design graphics for the needs of ARL's office of Public Affairs, including recruitment brochures, directorate overviews, research program identities, power point presentations.
- Collaborate directly with ARL personnel, DAPS/GPO (printing procurement), and printers, managing projects beginning to end.
- Facilitate any design support needed for supervisors working with high-level personnel.

Tradeshowdirect, Harrisonburg, VA **06/05 – 09/2008**
Graphic Designer

- Manage graphics needs of all Tradeshowdirect's clients across the country, from large corporations such as Time Warner Cable and Johnson & Johnson to budget-pinching small businesses, ensuring customer satisfaction.
- Work directly with clients in a highly deadline-oriented business across multiple time zones, resulting in timely completion of all projects.
- Design clients' projects from concept to completion and use creative problem-solving to improve clients' existing graphics, resulting in usable, editable, clean designs.

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PROFESSIONAL EXPERIENCE (CONTINUED)

- Conduct and personally manage printing of all clients' projects: from ripping files to final press, with an emphasis on print quality and detail.
- Responsible for the design and output of all in-house graphics including brochures, website, stationery, e-newsletter, and direct mail; ensured projects were of high quality and met corporate identity guidelines.
- Design in-house display for regional business expo, strengthening Tradeshowdirect's presence in the local market.
- Mentor coworkers on basic design principles and conduct basic training on the use of printers and printing software, developing a support system for the flow of work.

James Madison University Media Lab, Harrisonburg, VA
Graphic Designer

03/05 – 06/2005

- Collaborate directly with faculty/administration in designing for them any graphics needs including websites, stationery, teaching aides (i.e. presentation illustrations), etc.

EDUCATION

Bachelor of Fine Arts in Graphic Design, James Madison University, Harrisonburg, VA