

Casper Uhl

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Professional Skills Summary

- Print & Web site design, CSS, Web graphics preparation
- Corporate training for graphic design & desktop publishing
- Digital image creation, manipulation & color correction
- Illustration, logo design, drawing, drafting, & photography
- Basic understanding & use of databases using PHP & MySQL

Software

- | Expertise in: | Experience with: |
|---------------|--------------------|
| • InDesign | • Dreamweaver |
| • QuarkXPress | • Flash |
| • Photoshop | • Acrobat |
| • Illustrator | • Microsoft Office |

Coding

- Exposure to:**
- XHTML/CSS
 - ActionScript 3
 - JavaScript
 - PHP

Employment History

Associate, Software Instructor, Thomas J. Piwowar & Associates _____ Dec. 2005 to present

- Develop and conduct instructional classes focusing on the proper and efficient use of graphic design applications. Software training includes; QuarkXPress, InDesign, Photoshop, Illustrator, Dreamweaver, Flash and Acrobat Professional. This challenges me to discover current trends, study new software features, and learn new techniques to improve or invent class exercises.
- Formulated a unique and more consolidated internal organization, which facilitates the repackaging of existing materials into new classes. This process also refined style guides to ensure a consistent design throughout all the class books.
- Collaborate with clients to prepare customized training curriculums for their design departments.
- Help develop promotional collateral including, page layout, graphics, logos, and the Web site redesign.

Graphic Designer, PostNewsweek Tech Media _____ Aug. 2003 to Dec. 2005

- Created in-house print and internet advertisements for company sponsored conferences, seminars, Web services, etc. Ads were completed in QuarkXPress, converted to PDFs, and sometimes transferred via FTP to external servers. Animated banner ads were also assembled and optimized in Photoshop and ImageReady.
- Assisted with the completion of the bimonthly *GCN* and *Washington Technology* magazines by generating page layouts, illustrations, tables, and charts as well as color correcting digital images and conducting stock art searches and purchases.

Graphic Designer, Rings Leighton Design Group _____ Aug. 2002 to Jan. 2003

- Designed materials for the Lupus Foundation of America 2003 Champion to Champion Awards Gala. This included the event's logo design, invitations, postcards, response forms, folders, programs, and letterhead.
- Other jobs include; newsletter layouts, a travel brochure, annual reports, and Web site updates.

Freelance Web/print Designer _____ June 2001 to Aug. 2002

- Web site design, construction and maintenance for the United States/Azerbaijan Chamber of Commerce, J.Dell Designs, and PAX International. Web pages and promotional e-mail campaigns for VarsityBooks.com.
- Print work included; CD cover illustrations, business card designs, logo creation, brochure designs, and poster designs.
- Weekly responsibilities included; self promotion, client meetings, project estimations, and invoicing
- Part time work involved editing and reformatting Word documents after OCR conversion for the Coalition to Stop Gun Violence, and customer service work at VarsityBooks.com.

Web Designer, Pangeum Interactive, Inc. _____ Nov. 2000 to June 2001

- Created original Web page compositions in Photoshop for potential clients.
- Updated the HTML content and graphics for existing clients.

Assistant Art Director, The Dan Rosenthal Company _____ April 1998 to Nov. 2000

- Generated numerous newspaper and magazine advertisements for large corporations including; ProXeed, Mastercraft furniture, Marriott hotels, CoStar Group, and the United States Mint.
- Participated in the development of the company's corporate image, which was used to unify agency promotions.
- Initiated the design and creation of the company's first Web site. I relied on my own photography to complete the site's imagery. Upper management acknowledged the site's influence in acquiring new clients.
- Introduced animated banner ads as a new billable service for the agency.
- Built PowerPoint presentations, constructed mock-ups, and other displays for client meetings.
- Involved in projects that achieved two Addy Awards in the categories of Business to Business and Specialty Advertising
- Served as the in-house Macintosh technical support, effectively deferring costs from freelance consultants.

Education

Bachelor of Fine Arts (BFA), Savannah College of Art & Design _____ August 1996

- Commenced with a scholarship, majored in graphic design, graduated with magna cum laude honors.