



COLIN D. PRITCHARD

2676 Pecos Circle
Montgomery, IL 60538

phone: 630.882.8846
cell: 630.901.8907

cdp@ColinDPritchard.com
www.ColinDPritchard.com

OBJECTIVE	To secure a challenging part time position in graphic design, web design, or illustration.
QUALIFICATIONS	Over nine years experience as a graphic designer, web designer, and new media developer. Completed successful projects for companies such as Sears, ServiceMaster, Grohe America, Suncast, Tyndale House Publishers, etc. Can take a project from concept to finished product (cradle to grave).
EDUCATION	1999 BFA, Northern Illinois University, double major in visual communications and illustration
EMPLOYMENT	<p>2006 – present Principal & Creative Director — Colin D. Pritchard Design / Rocket No. 9, LLC</p> <p><i>Worked with: Saffron Technology, Ideal, Tecnofibre USA, Suncast, Automated Web Services, Paetzold Design, and other businesses.</i></p> <p>Oversaw numerous details of the business, completing and managing projects from cradle to grave. Worked on web design and development, print design, and illustration, overseeing all aspects of projects.</p> <p>2004 – 2006 Lead Graphic Designer — LBP Manufacturing, Inc.</p> <p><i>Worked with: Starbucks, Dunkin' Donuts, Caribou Coffee, Perseco (McDonalds), Culvers, Chick-Fil-A, Olive Garden, plus other national chains and many small businesses.</i></p> <p>Major accomplishments: Completely redesigned corporate visual identity, thus unifying disparate visual directions within weak company brand. Redesign included logo, business card, letterhead, envelopes, and forms. Helped to establish first consistent corporate brand and voice.</p> <p><i>Redesigned corporate tradeshow booth graphics to support and enhance new corporate identity. New graphics and overall design created new tradeshow presence for the company that was consistent and memorable, for the first time in company history. Tradeshow attendance and leads increased dramatically because of this.</i></p> <p><i>Saved LBP thousands of dollars in file charges through best-practice file set-up and prepress file checking.</i></p> <p><i>Recreated company web site to tie in with the corporate identity, bringing a boost in company morale and creating a useful marketing tool.</i></p> <p>Worked as graphic designer, art director, and department co-manager. Managed 2 other designers, assigning their work, scheduling time, and providing art direction. Spearheaded creation of corporate style guide that detailed logo usage, tagline usage, color palette, typography, etc. Created new concepts for company's marketing and branding initiatives. Carried this across multiple mediums and usages to help make marketing and branding a success. Brought new life into product lines by reinvigorating visual identities. Created new logos and supporting identities for a dozen products. Relaunched stalled product sellsheets with a cohesive family redesign that bolstered company's complete product line. Redesigned product catalog into an easier to use and easier to read version which complemented the corporate identity. All were received with enthusiasm from both customers and employees. Helped establish departmental guidelines and rules for server usage, file set-up, and workflow.</p> <p>2000 – 04 President/Creative Director — Tangle, Inc.</p> <p><i>Worked with: Aronson Furniture, Dave Dorman, Triangle Dies and Supplies, Shamrock Packaging, The Graphic Arts Studio, MilitaryHire.com, Nursetown.com, Sleeping At Last (Interscope Records), Kill Hannah (Atlantic Records), Apostrophe Records, and other businesses.</i></p> <p>Managed all aspects of the business, from sales to billing. Worked on print and web design, plus illustration and copy writing, overseeing all aspects of projects from start to finish, including print management and procurement. Provided web site hosting and management to clients. Helped to launch companies, such as MilitaryHire.com and Nursetown.com, and helped them grow into successful businesses by creating their identity, web site, marketing materials, and advertising.</p>



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2003 **Creative Director of New Media — VisualMedia, Ltd.**

Worked with: City of Chicago, Equality Illinois, University of Chicago, Grohe America, Howard Pontiac, Yaskawa Electric America, SOS Rhino Foundation, and other small businesses.

Major accomplishments: Created new company identity, including logo, business cards, and internet portal page.

Worked on multiple projects as designer and programmer. Estimated and wrote proposals for numerous projects. Managed and updated dozens of web sites. Managed, created, and updated monthly HTML email newsletters. Oversaw printing and manufacturing of projects such as business cards and CD-ROMs.

1999 – 2002 **New Media Director — Paetzold Associates**

Worked with: Servicemaster, Sears, Grohe America, Suncast, Tyndale House Publishers, TourEdge Golf, Coleman, Special Olympics Illinois, Word Publishing, plus other manufacturers and small businesses.

Major accomplishments: Created and managed the first Paetzold Associates web site. Made new media projects a beneficial staple for the firm. Spearheaded new media marketing initiative.

Oversaw and created nearly three dozen web sites and new media pieces, including CD-ROMs, kiosks, and internet applications. Carried Paetzold Associates through hard times with profitable new media work. Consistently created concepts and designs that clients loved. Acted as art director and designer on numerous print pieces, including identity, marketing, publishing, and retail. Managed other designers, photo shoots, programmers, and copywriters. Estimated and managed dozens of projects. Worked within tight budget constraints and fast turn around times.

SKILLS

Expertise level: ●● Expert | ● Intermediate | ○ Beginner

Software/OS

Adobe Photoshop ●●
Adobe Illustrator ●●
Adobe InDesign ●●
Adobe Acrobat Professional ●
Adobe After Effects ○
Adobe CS Professional ●●
Font Management ●●
Mac OS 9 ●●
Mac OS X (10–10.5) ●●
Macromedia Dreamweaver ●●
Macromedia Flash ●
Macromedia Director ●
Microsoft Word ●
Microsoft Excel ●
Microsoft PowerPoint ●
Quark Xpress ●
Windows XP/Vista ●

Prepress

Preflighting ●●
Press checks ●
Proofing ●
Trapping and overprinting ●●

Programming

CSS 2 ●●
HTML 4 ●●
JavaScript ○
PHP ○
XHTML 1 ●●

Illustration

Acrylic ●
Character creation ●
Digital ●
Pen and ink ●
Photorealistic and cartooning ●

Photography

35MM ●
Digital ●

REFERENCES

Available on request.

PORTFOLIO

Available on request, or visit www.ColinDPritchard.com to view online portfolio.



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SALARY HISTORY

1999	Paetzold Associates, \$35,000
2000	Paetzold Associates, \$39,000
2002	Paetzold Associates, \$42,500
2003	VisualMedia, \$30,000 (part time)
2000–2004	Tangle, \$20,000 (yearly average)
2004–2005	LBP Manufacturing, \$40,000
2005–2006	LBP Manufacturing, \$42,000
2006–present	Freelance / Rocket No. 9, \$17,500 (yearly average)