
GRAPHIC DESIGN/IMAGE PRODUCTION/BRAND SUPPORT

- Graphic Design/Typography
- Print and Web Product Catalogues
- Bulk Image Processing
- Advertising & Brand Support
- Email/Social Marketing Campaigns
- Signs and POS Materials
- Adobe CC- Photoshop Expert/15 years
- Webmaster e-commerce Sites CSS/HTML
- Maintain/Edit SQL/MySQL Databases
- Team Focused - Self-Starter

CAREER SUMMARY

Published local sports tabloid for the Indianapolis Darting community as the sole employee. 3 year stint producing Yellow Pages ads for R.R. Donnelly speculative ads department. Ad designer for the Indianapolis franchise of the Thrifty Nickel. Promoted to Production Manager after 6 months. Redesigned the computer system and workflow to an all electronic PDF regimen. Completed 14 years as Production Manager. Moved to graphics designer and catalogue publishing for International Home Décor company. Absorbed responsibilities of their IT department including building new e-commerce web sites featuring 1200+ products with online sales of over 2 million dollars a year. By the six year mark I was handling every digital enterprise at the company except payroll.

PROFESSIONAL EXPERIENCE

Graphics/Publishing Engineer **AdMax Ventures, (Remote To Lubbock, TX)** **Feb. 2018 - To Date**
(Corporate HQ, Primitive Home Décor Designer and Wholesaler)

- Design Print & Digital Advertising
- Production Manager: Compose Lubbock, Texas franchise of the Thrifty Nickel

Graphic Design/Technical Support **Home Studio/At Large** **Jan. 2015 - To Date**

- Freelance Graphic Design, Web Projects, Manage Social Marketing Campaigns.
- Technical support at large and remote access.

Honey and Me, Incorporated **Mooresville, Indiana** **Dec. 2008 - Dec. 2014**
(Corporate HQ, Primitive Home Décor Designer and Wholesaler)

Graphic Design(Team Leader)/Webmaster/Network/Database Administrator

- Performed as main creative on many projects and assisted on most others
- Designed typographic elements for home décor products
- Digitize and edit freehand artwork from company artists for use on, and in support of products, manufacturing, labels, catalogs and advertising
- Photographed, designed and composed company catalogs (3-5/year, 600-800 products, 300 pages/year)
- Designed and conducted email and social marketing strategies and print campaigns
- Developed new corporate e-commerce web site and 2 additional online stores for sister companies
- Provided pc/network rescue, break/fix, technical support in-house and for clients and company reps utilizing the web sites
- Setup and maintained product bar coding databases, POS scanning equipment and price tags
- Merged Excel spreadsheets from various departments into Product Data "bible" for insertion and updating multiple databases, including web store, Microsoft Dynamics CRM, POS systems, Barcodes and Price Tags
- Worked with overseas manufacturers to insure accurate graphic files and product data
- Operated Konica MFP(BizHub) for all in-house printing requirements, including stitched books, bi and tri-fold brochures, adhesive labels and other bulk printed materials
- Installed and updated POS system for retail outlets
- Manage office phone system

Thrifty Nickel Want Ads Publishing **Indianapolis, Indiana** **1994 - 2008**
(Published Thrifty Nickel Want Ads, American Classifieds & CarCents Magazine)

Production Manager/Graphic Design/Network Administrator

- Production Manager/Graphic Designer/Team Leader/
- Designed print and web advertisements
- Designed high-res glossy, themed covers for auto dealer trade magazine
- Cropped and toned 300 to 500 images per weekly issue.
- Tabloid and Magazine composition
- Prepared weekly Run Sheets in Excel/Filemaker Pro for ad placements, column inch counts and customer billing
- Managed classified ad system
- Hardware/Software Technician, Network Administrator and other IT services
- Maintained accuracy of features and pricing of vehicles

PROGRAMS AND EQUIPMENT

Graphic Design

Adobe CS/CC (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat)

Product & Editorial Photography

Canon T3 and DPP software.

Office Tools

Microsoft Office Suite, Quick Books, Telephony, CMS, Social Networks and Online Marketing.

Backup and archiving tools.

Barcode production software, database, price tags

Database Management

Filemaker Pro, SQL Server Management Studio, MySQL Workbench, Excel, Access

Printing/Scanning

Fiery Rip, Colorwise Pro-tools, HP, Epson, Ricoh and Konica-Minolta color laser MFPs, Various Hi-Resolution Scanners

LINKS AND PORTFOLIO

Below are links to the final two of 30 print catalogues I composed for Honey and Me, Inc. I also photographed the products in these catalogs with the help of a stylist. The e-commerce web site I designed for this company is pretty much intact as I built it, except for the landing pages. It is however a wholesale only site and requires a registered login. I would be able to display this site during an in-person interview.

<http://www.dennyoriley.com/2015HoneySampler.pdf>

<http://www.dennyoriley.com/2015HoneySpring.pdf>

A website I built recently for a Surface Mount Technology equipment seller.

<http://www.metrost.com>

A portfolio of various ad designs, posters and logo work over the years. I also have a large print portfolio for interviews.

<http://www.dennyoriley.com/>

I also have experience in the following technical fields:

Design, Install and Service CCTV Surveillance Systems (Analog and IP)

Small business IT support and Intranet Design and Setup, Routing, Low-Voltage Cable Applications

Design, Install and Service Alarm Systems

Design and build hi-end custom computers

Provide Technical Support and break/fix issues, Data Migration for Mac and PCs

Partially trained in Niagara Building Automation Software (Worked for Davis Industries 3 months)

Design and Install Audio Visual Home Theatre Systems

Amateur Auto Mechanic, Audiophile, Musician, Over-Clocking Enthusiast

I give computer instruction in many fields and specialize in helping Seniors.

I also had a 25 year career as a guitarist full and part-time, managed several restaurants and bars, and served in the 82nd Airborne Division, US Army as a radio/teletype operator w/Morse Code, as well as Assistant to the Brigade Adjutant, drove the Commander and made 42 parachute jumps.