



JEFFREY W. STOCKWELL

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EDUCATION

PENNSYLVANIA COLLEGE OF ART AND DESIGN

LANCASTER, PENNSYLVANIA | GRADUATE, COMMUNICATION ARTS PROGRAM, 1991

EMPLOYMENT

STOCKWELL DESIGN

LANCASTER, PENNSYLVANIA
PRINCIPAL / CREATIVE DIRECTOR
MARCH 1999 – AUGUST 2006 • OCTOBER 2008 – PRESENT

As an independent designer, I work with clients to develop marketing strategies that communicate their messages creatively and in the most effective way possible. I coordinate with and manage printers, illustrators and photographers (both in the office and on photo shoots) and am the primary point of contact with all clients. Expertise in print collateral, advertising, trade show display concept and design, publications, logotypes, corporate identity, annual reports, vehicle identification, multimedia presentations and web site design.

CLIENTS INCLUDE

- | | | |
|-------------------------|-----------------------------------------|--------------------------|
| ALMO CORPORATION | HARRISBURG REGIONAL CHAMBER PA BIO | PENN CREDIT CORPORATION |
| BULLS HEAD PUBLIC HOUSE | PENNSYLVANIA ACLU | WELLSPAN HEALTH |
| CALLOWAY HOUSE, INC. | PENNSYLVANIA COLLEGE OF HEALTH SERVICES | WHITAKER CENTER |
| THE COMIC STORE | | U•GRO CHILD CARE CENTERS |
| GENERAL SUTTER INN | | YORK COLLEGE OF PA |

WHITE GOOD & CO. ADVERTISING

LANCASTER, PENNSYLVANIA
SENIOR ART DIRECTOR
MAY 2008 - OCTOBER 2008

I worked closely with all members of the creative team, and the account management team, to develop creative marketing strategies that communicate the client’s message in the most innovative and effective way possible. I communicated with clients at every step of creative process. I was responsible for print collateral, advertising, publications, logotypes and corporate identities. I was also responsible for website design, webmastering, email blasts and online advertising (both static and animated). Also among my duties as Senior Art Director was to mentor junior members of the creative department.

CLIENTS INCLUDE

- | | |
|-----------------------------|--------------------------------|
| BASEMENT LIVING SYSTEMS USA | PLAIN & FANCY CUSTOM CABINETRY |
| MARIANI GARDENS | REGUPOL AMERICA |
| NATUZZI AMERICA | TEN THOUSAND VILLAGES |
| | TILE OF SPAIN |

EMPLOYMENT HISTORY *CONTINUED*

BACHLEDA ADVERTISING

SCHAEFFERSTOWN, PENNSYLVANIA

SENIOR ART DIRECTOR

AUGUST 2006 - MAY 2008

I worked closely with all members of the creative team, and the account management team, to develop creative marketing strategies that communicated the client's message in the most innovative and effective way possible. I coordinated with and managed printers, illustrators and photographers (both in the office and on photo shoots) and communicated with clients at every step of creative process. My expertise was in print collateral, advertising, publications, logotypes, corporate identity, and annual reports. I also handled website/multimedia development. In addition to my duties as Senior Art Director, I was also the agency's IT Manager.

CLIENTS INCLUDE

AMERICU CREDIT UNION

DIVERSIFIED SYSTEMS

DIVERSIFIED MEDIA GROUP

F&M TRUST BANK

GPU ENERGY/FIRST ENERGY

JONESTOWN BANK AND TRUST

LEBANON VALLEY COLLEGE

UGI UTILITIES, INC.

THE WILEY GROUP

ANDERSON ADVERTISING

SINKING SPRING, PENNSYLVANIA

SENIOR ART DIRECTOR

OCTOBER 1998 - MARCH 1999

I was responsible for design and art direction of printed materials including advertisements, logos, brochures, catalogs, annual reports, and web sites. I worked with the Creative Director and copywriters to develop concepts and take design work through all stages, up to and including final production. My duties also included being the IT manager for the art department, evaluating software needs and making recommendations for software and hardware purchases and upgrades.

CLIENTS INCLUDE

ARROW INTERNATIONAL

BANK OF AMERICA

BERKS JAZZ FEST

EPHRATA COMMUNITY HOSPITAL

GLEN-GERY BRICK

LEBANON SEABOARD

HOLBERG DESIGN

YORK, PENNSYLVANIA

ART DIRECTOR

MARCH 1996 - OCTOBER 1998

I developed and implemented creative design solutions, including concept development, design, layout, and production work for advertisements, logos, brochures, catalogs and annual reports. I was the primary web designer for the agency and was also responsible for participating in a beta testing program for new multimedia authoring software published by Quark, Inc. My duties also included account management which required direct contact with clients and vendors, including photographers, illustrators, and printers. I also worked with the owner to implement a new business development program.

CLIENTS INCLUDE

DENTSPLY INTERNATIONAL

MCGRAW-HILL BOOKS

PFALTZGRAFF

PHARMALAZ

SIMON CANDY

SUSQUEHANNA PFALTZGRAFF

TAB BOOKS, INC.

WELLSPAN HEALTH

WESTFALIA TECHNOLOGIES, INC.

EMPLOYMENT HISTORY CONTINUED

CENTENNIAL GRAPHICS, INC.

LANCASTER, PENNSYLVANIA
PRODUCTION SPECIALIST
DECEMBER 1994 - FEBRUARY 1996

I was responsible for preparation of electronic DTP files for high resolution output using Macintosh and PC platforms. I was also responsible for file manipulation and editing so that film would be correct for press. I also provided technical support to clients.

KAO INFOSYSTEMS COMPANY

LANCASTER, PENNSYLVANIA
GRAPHIC DESIGNER
DECEMBER 1993 - DECEMBER 1994

I was responsible for design of compact discs, newsletters, corporate manuals and forms, overhead and multimedia presentations (including development of a national sales presentation), and various items for in-house use. I also managed and prepared customer artwork to match Kao's production specifications.

KRONE GROUP, INC.

WORMLEYSBURG, PENNSYLVANIA
GRAPHIC DESIGNER
SEPTEMBER 1991 - MARCH 1993

I art directed jobs from concept through implementation as well as provide support for senior art directors. Design, layout, and production work for advertisements, brochures, catalogs, and annual reports.

CLIENTS INCLUDE

BURNHAM BOILER CO.	WEIS MARKETS
DAUPHIN DEPOSIT BANK	YORK INTERNATIONAL
HERSHEY FOODS, INC.	

SKILLS

KNOWLEDGEABLE WITH ALL PRE-PRESS/ON-PRESS PROCEDURES INCLUDING THE FOLLOWING:

- Electronic file preparation for all digital, litho and flexo printing technologies.
- 4+color separation plate setups and on-press quality control experience.
- Mockup/comping skills.

KNOWLEDGEABLE WITH ONLINE WEB AND MULTIMEDIA PROCESSES AND PROCEDURES:

- HTML programming procedures
- E-blast development and implementation
- File formatting and/or conversion for png, jpeg, gif, animated gif, etc.

KNOWLEDGEABLE IN MOST MACINTOSH HARDWARE AND SOFTWARE SYSTEM UPGRADES, ELECTRONIC FILE ARCHIVING METHODS, AND IN THE FOLLOWING MACINTOSH PROGRAMS:

Adobe Illustrator CS5.5
Adobe Photoshop CS5.5
Adobe InDesign CS5.5
Adobe Dreamweaver CS5.5
Adobe Acrobat CS5.5
Quark Express
Microsoft Powerpoint
Microsoft Word
Microsoft Excel