

Francisco Gonzalez

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SUMMARY

Seasoned professional with over 10 years graphic design experience. Proven ability and firm understanding of typography and 4-color production in both a Macintosh and Windows environment.

TECHNOLOGY

Experience with the following:

Operating Systems: Macintosh System version 8, 9, 10, Windows 95, Windows 98, Windows NT

Design Applications: CS4 Suite, QuarkXpress

Web Related Applications and Languages: Adobe ImageReady, Adobe Acrobat

Working knowledge of Adobe Dreamweaver, Adobe Flash, Microsoft FrontPage, Basic HTML

Miscellaneous Applications: Microsoft Word, Microsoft PowerPoint, Toast, SoundJam, SonicWorx, Audacity, Coaster

EXPERIENCE

February 2010 - Present

Freelance Graphic Designer

- Created ebook-style activity sheets and converted previously printed books to downloadable web-friendly files for John Burstein at Slim Goodbody Corp., Lincolnville, ME.
- Developed an ad campaign for a Boston non-profit group (Dorchester Bay Economic Development Corp.). I designed signage that was adapted for postcards, posters, t-shirts and vinyl banners.

October 2006 - February 2010

Moss Inc., Belfast, ME

Graphic Preflight Technician

Layout of client artwork to standard or custom structure shape. Determine whether artwork supplied by client meets Moss art requirement guidelines. Keep track of multiple jobs by using departmental scheduling tool. Backup layout and templates for future jobs. Design templates for clients as needed.

January 2003 - April 2007

Amplifier Magazine, Boston, MA

Freelance Art Director/Graphic Designer

Contract art director for Amplifier Magazine. Responsible for the layout and design of a bi-monthly music magazine. Duties include cover concept design, page layout, ad design; dealing continuously with agents, artists and publisher ensuring deadlines are met.

November 2000 - April 2001

Cahners Business Information, Newton, MA

Art Director

Responsible for the creation and design of an assortment of marketing collateral; such as brochures, ads and posters. Preparation of supporting graphic files, formatting, stylizing art from digital image library, scanned art, illustrations, working in Photoshop or Illustrator. Responsible for pre-press production, including preflight and collection of files for correct output and printing. Design and create marketing pieces as called upon, working from own interpretation of requirements or template. Assist with graphics and file conversion for web usage, such as banners, buttons HTML text and PDF's.

October 1991 - August 2000

Rounder Records Corporation, Cambridge, MA

Graphic Designer

Conceptualize, design and layout of CDs, LPs, cassettes, catalogs, posters, ads, newsletters, promotional flyers and P.O.P. displays. Provide web-ready images for web development group. Modify outsourced designs to meet required specifications. Accountable for performing within tight deadlines, and dealing with a variety of clients.

EDUCATION

State University of New York at Fredonia 1986
Bachelor of Arts, English - Minor in Journalism

SEMINARS

Collins Lawler Seminars

Photoshop Fundamentals, June 1994

Advanced Photoshop, June 1994

Quarkimmedia

Design software for multimedia & Internet publishing, May 1997

Seybold Seminars

Advanced Photoshop 5.5, February 2000

Macromedia Flash 5, April 2001

American Graphics Institute

Adobe ImageReady 2.0

Creating web graphics and animations, April 2000

Lynda Weinman - Hands on Training

Dreamweaver 3, August 2000