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Summary

Graphic designer with diverse skills in print and online media. Experienced in building corporate identities from the ground-up. Knowledge of a wide variety of software. Well versed in using freehand illustration, photography, photo editing, Web design, video capturing and editing, animation, 3D creation and layout, special effects creation, print media development, audio capturing and manipulation, Macromedia Flash, publishing layout, typography, and logo creation. Looking for a position that will build on my skills and give me the opportunity to further my career.

Experience

Jackson Healthcare Solutions, Alpharetta, GA
November 2006 – Present Creative Manager

- Maintain corporate graphics budget to ensure profitability and scalability of team, and to allow more flexibility in pricing structures of the graphics team to clients
- Manage and fulfill all creative design needs including sales support, web support (design and maintenance), brand and identity, product support, advertising and internal services.
- Manage 2 full-time designers and contractors on a per-project need.
- Manage a team of 4 designers spanning 1 large Brand awareness project that involves complete redesign, renaming and re-imaging of the entire company of FaithBridge Foster Care: materials include website, collateral, identity/brand, direct mail, communication pieces, multimedia presentation, etc.
- Create '09 Advertising campaign for LocumTenens.com, including look/feel and content/slogan for campaign (print and online).
- Create a new brand presence through a real-life depiction of the Locumtenens.com man in logo leveraging the 09 ad campaign concept of "freedom," which is used in all media (print, web, events, packaging, etc).
- Build brand initiatives for Premier Anesthesia, Koger Energy, and TherapyJobs.com including brand book, marketing initiative/campaign and usage guides.
- Design and develop new website from conception through delivery for patientplacement.com, statcom.com, Locumtenens.com, as well as multiple others.
- Develop company logo/treatment for Healthcare Job Boards and their sister job boards.
- Lead UI design on two multi-million dollar internal web applications, providing design and code (CSS and prototyping) support. This also included managing one designer while maintaining creative direction and creating a detailed style instructions for development use.
- Manage all digital assets (stock photography, file storage, etc.) and update as needed.
- Establish SEO compliant web design and functionality through the use of CSS & XHTML.



- Manage external vendor relations.
- Perform design project management for the creative team. Roles include job trafficking, account rep and project lead.
- Supplement graphics and marketing efforts for Social Networking Sites for internal clients

Infor Global Solutions, Alpharetta, GA

September 2005 – November 2006 Creative Manager/Senior Graphic Designer

- Facilitate all corporate and global marketing design needs including advertising conception and development, sales support, web support (design), brand and identity, product support and internal services. Blend identity and brand across multiple acquisitions to tie a consistent look with corporate. Standardize all vendor relations throughout marketing groups through one system for consistency. Manage all creative resources according to project and need.
- Responsible for maintaining brand and identity
- Create and manage all creative from collateral to advertising and publish for all business units
- Support and art direct all creative initiatives across business units and new acquisitions
- Maintain and create identity in product through splash screens, setup screens and gui graphics/look and feel
- Advertising creation and manipulation of current campaigns
- Art Direct creative using multiple designers and print vendors for 4000+ User Conference and its multiple materials from 88 page onsite guide to PowerPoint templates to banners and advertising
- Manage all digital assets and update as needed
- Package design for internal promotions
- Proventia product logo/treatment creation
- Vendor relations management (print, creative and pr)

Dodge Communications, Roswell, GA

April 2005 – September 2005 Senior Graphic Designer

- Design and execute print, broadcast, direct marketing, and collateral for Dodge Communication clients, a pr marketing firm. Developed marketing collateral and support to assist internal team generate leads and sales. Maintained consistent look and feel across all materials: digital and print mediums. Handle multiple client projects expanding web development, printed collateral, advertising, sales materials and support.
- Responsible for developing corporate identity
- Research and implement search engine optimization through hard coding and business listings
- Internal and client creation of marketing materials including collateral, datasheets and design templates
- Design updated client Websites, including structure and navigation, Flash animation, graphics and case study design.
- Account rep. and art director for ADP on marketing and promotion communications
- Lead relations with printing and stock photography vendors
- Direct and edit photo shoot for Philips advertisement



VistaScape Security Systems Atlanta, GA

March 2004 – April 2005 Associate Art Director

Design and execute all advertising projects, including print, broadcast, direct marketing, and collateral for VistaScape, a software company developing security projects for large corporations, government, and Homeland Security facilities. Developed tools such as demos and videos to assist the sales team generate leads and sales. Maintained consistent look and feel across all materials and digital and print mediums.

- Responsible for developing corporate identity.
- Create marketing materials including collateral, specification sheets, design templates, and PowerPoint graphics.
- Design updated Website, including structure and navigation, Flash animation, graphics, and case study design, as well as Web marketing campaigns and search optimization.
- Develop and direct multimedia demos for distribution to local and national television outlets.
- Create multimedia presentations and customer proposal introduction videos to support the sales team, resulting in multi-million dollar contracts.
- Lead relations with advertising agencies, printing, and stock photography vendors.
- Film b-roll/stock footage for use in corporate materials.
- Assist engineering in the production of 3D virtual models (virtual worlds) for use in the product.
- Produce, direct, film and edit 2 minute company testimonial for web and distribution with product demo

Internet Security Systems Atlanta, GA

June 2001 – March 2004 Production Manager

Responsible for managing the quality of work and workflow of print and online projects in the Marketing department. Designed all collateral for internal and consumer-facing materials. High profile projects included package design for retail product, logo design for ISS' main product line, Proventia, as well as multimedia demos for executive level projects.

- Created print media including collateral, product packaging, and online advertisements.
- Fulfilled requests from clients for promotions, and HTML email campaigns.
- Provided graphic support for PowerPoints, case studies, and whitepapers.
- Managed workflow and assignments for entire graphic design group.
- Acted as liaison for graphic design group and Web team.
- Developed logo for major product, Proventia Appliance, as well as all related packaging materials.
- Responsible for online advertising campaign from 2001 to 2002 using Flash.
- Designed Internet Security Systems' 2001-2002 Annual Report.
- Created package design for BlackICE PC Protection.
- Led collateral redesign for Internet Security Systems, including templates for white papers, case studies, presentations, product/services brochures, and datasheets.
- Responsible for concept and design for global "Are You Vulnerable?" seminar series.
- Created several multimedia demos for research group to be used for television coverage as well as a virtual tour of ISS' Security Operations Center.



Activities and Memberships

LaGrange College Art Student League

Chairman 2000-2001 of PUSH (People Understanding the Severely

Handicapped: National Philanthropy)

Volunteer work with handicapped

Software

Adobe Acrobat Distiller

Adobe After Effects

Adobe Audition

Adobe Dreamweaver

Adobe Flash

Adobe Encore

Adobe Go Live!

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Photoshop

Adobe Premier

AutoDesk 3D Studio Max

Corel Bryce 5

Corel Draw

IIS

iMovie

LightWave 7

Mac OS

Microsoft Office Suite

Microsoft Windows

Modeler 7

Poser 4

Subversion SVN

QuarkXPress

Umbraco (CMS)

Visual Studio

