

## SPENCER FRANKLIN

SENIOR GRAPHIC DESIGNER / ART DIRECTOR  
2931 Barrett Avenue, Richmond, CA 94804  
p 510.439.6005  
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### OBJECTIVE:

A challenging career contributing my design skills for achieving company goals and creating positive change.

### EXPERIENCE:

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PRESENT

SPENCER-4-HIRE  
Richmond, California

#### Graphic / Web Interactive Design Consultant

From concept to client delivery, I spearheaded the design of corporate and brand identities along with strategic business tools; such as e-commerce sites, websites, elearning courses, banner ads, email blasts, packages, catalogs, PowerPoint presentations, annuals, brochures, folders, sales sheets, ad campaigns, trade show booths and direct response kits. My project history includes work for AOL, AT&T, Franklin Templeton, Numi Tea, ProHealth, Selling Up, Spice Islands, The Learning Company, USA Products Group, and Wells Fargo. PORTFOLIO: [spencer4hire.com](http://spencer4hire.com)

#### Partial list of contract clients:

- Cat Technology
- Prima Vini Wine Merchants
- Four Seasons Animal Hospital
- Restaurants Unlimited, Inc.

#### Partial list of on-site freelance clients:

- Interactive Communications International
- SBG Partners
- Shugart Matson Young
- Ram Design

12 / 08 -  
12 / 09

PEERLESS LIGHTING  
Berkeley, California — A Company of Acuity Brands

#### Senior Graphic Designer

Redesigned Peerless Lighting's corporate brand identity system along with specification sheets, brochures and ads. Also led the design for a 202-page catalog with binder which entailed purchasing and photography direction.

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NEXTCARD VISA  
San Francisco, California

#### Web Designer

Designed successful NextCard Visa online direct marketing campaigns and affiliate merchant promotions with Amazon.com, Chipshot.com and Dilbert.com. These incorporated emails, banner ads and landing pages.

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INTERNATIONAL MICROCOMPUTER SOFTWARE, INC.  
San Rafael, California

#### Art Director

Established an in-house direct marketing art department and increased production volume 100%. Directed the design of numerous IMSI software direct mail kits that averaged responses of 1.5% to 2% on new sales.

### RELEVANT SKILLS:

MAC & PC APPLICATIONS: PROFICIENT—Dreamweaver, Fireworks, InDesign, Illustrator, Photoshop and Acrobat  
MIXED LEVELS—After Effects, Flash, Flash Catalyst, Premiere Pro, Wordpress, Excel, PowerPoint and Word

PROCESSES, TOOLS & OBJECTS: user-centered and user experience design, prototypes, wireframes, flow charts, templates, motion graphics and widgets • LANGUAGES: CSS, XHTML, JavaScript, JQuery, ActionScript and SPRY (AJAX)

PRINTING: print-ready files, digital mechanicals, press checking, specifying and purchasing

PHOTO DIRECTION: people, beverages and products • COPYWRITING: ads, concepts, editing, naming, messaging, nomenclature and tag lines • ILLUSTRATION: iconography, drawings, storyboards and modest 3D • COMPS: packages

### EDUCATION:

8 / 86 -  
5 / 92

CALIFORNIA COLLEGE OF ARTS AND CRAFTS  
Oakland and San Francisco, California

Bachelor of Fine Arts – Graphic Design  
Corporate Identity Internship – Landor Associates

REFERENCES AVAILABLE UPON REQUEST